

Community Assistantship Program

**A Community Oriented Vision and Plan for the
Rural America Arts Plaza Plainview, Minnesota**

Prepared in partnership with
Rural America Arts Partnership

Prepared by
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University of Minnesota
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A COMMUNITY-ORIENTED VISION AND PLAN FOR THE RURAL AMERICA ARTS PLAZA PLAINVIEW, MINNESOTA

FINAL REPORT

DECEMBER, 2006

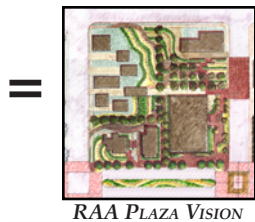
PREPARED BY: TRACEY SOKOLSKI

SPONSORED BY THE RURAL AMERICA ARTS PARTNERSHIP

FINANCIAL ASSISTANCE FROM THE CENTER FOR URBAN AND REGIONAL AFFAIRS AT THE
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DEPARTMENT OF LANDSCAPE ARCHITECTURE IN THE
COLLEGE OF DESIGN AT THE UNIVERSITY OF MINNESOTA

DEPARTMENT OF URBAN AND REGIONAL PLANNING IN THE
HUMPHREY INSTITUTE OF PUBLIC AFFAIRS AT THE UNIVERSITY OF MINNESOTA



*A COMMUNITY-ORIENTED VISION AND PLAN
FOR THE RURAL AMERICA ARTS PLAZA
PLAINVIEW, MINNESOTA*

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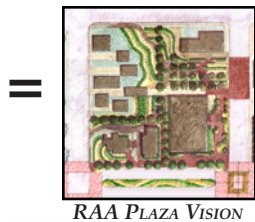
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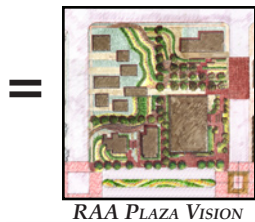
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EXECUTIVE SUMMARY

A Community-Oriented Vision and Plan for the Rural America Arts Plaza is a project based in Plainview, Minnesota that is funded by the Center for Urban and Regional Affairs (CURA) courtesy of the McKnight Foundation and facilitated by the Department of Landscape Architecture at the University of Minnesota. The Vision proposes a landscape plan for the Jon Hassler Theater and Rural America Arts Writing Center, urban design recommendations and a conceptual plan for highlighting cultural places in Plainview. The Rural America Arts Partnership (RAAP) is a not-for-profit organization that supports the Plainview based Jon Hassler Theater, Rural America Arts Writing Center, and the Plainview Area History Center. CURA, an applied research and technical center at the University of Minnesota, connects students and faculty with projects and funding. The McKnight Foundation funds the Community Assistantship Program (CAP). This program seeks to enhance the capacity of community-based groups in the outer regions of Minnesota and provide applied research opportunities to students.

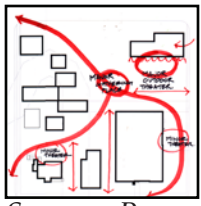
The goal of the Community-Oriented Vision and Plan for the Rural America Arts Plaza is to create a community-oriented place outside the Jon Hassler Theater that in time becomes a destination for the arts in the community, the town and the region. The intent of the project is to integrate the plaza into the town core, the

town's culture in order to enhance Plainview's art community and the economy of Plainview.

The Project was conducted in four phases: a data gathering phase, a concept development phase, a design development phase and a documentation phase. Public participation was very important. Effort was made to advance the project simultaneously with public outreach, education and input. For example, the project phases and progress reflected the feedback from public workshops. Ideally in planning projects, a diverse citizen-based steering committee is encouraged to work with the planning and/or landscape architectural professional. However, due to time constraints a steering committee was not sought out. As such, the Rural America Arts Partnership acted as the Steering Committee. The function of the Steering Committee was to provide guidance and be the "eyes and ears" of the community. The

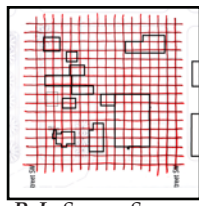


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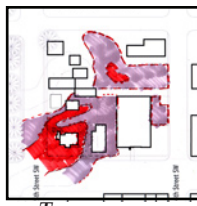
CONCEPTUAL DIAGRAM

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P. L. SURVEY SYSTEM

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TOPOGRAPHY

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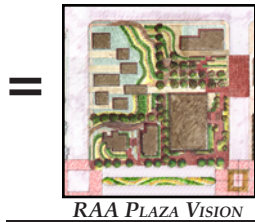


CONTOUR FARMING

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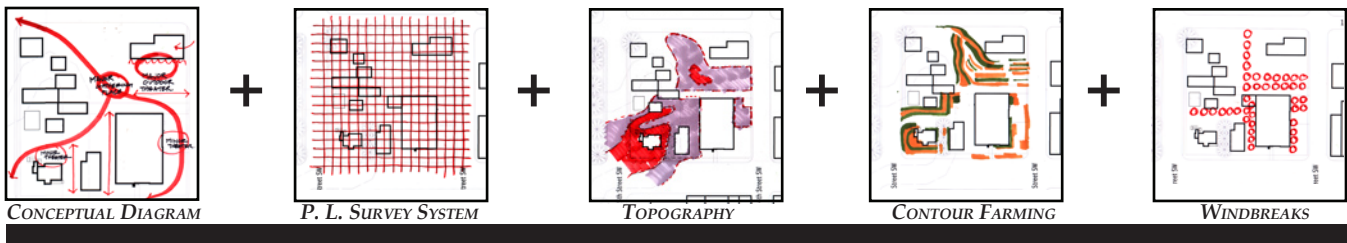
WINDBREAKS



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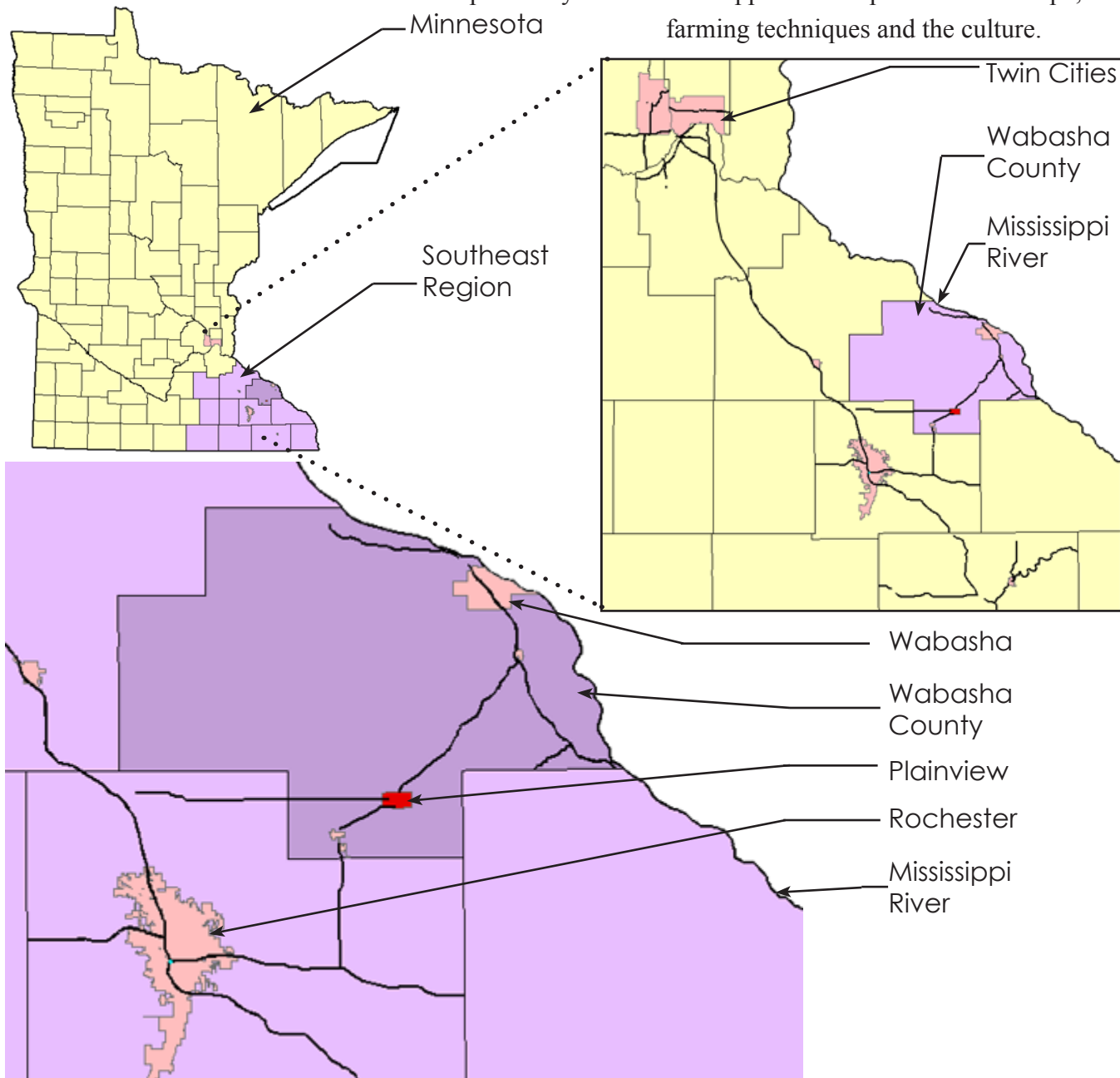


Image 3. Urban Character - Two Rural Residences off of Broadway Avenue and Wabasha Street.

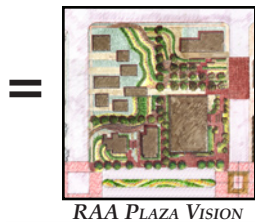


CONTEXT

Located in the southeast region of Minnesota, Plainview resides in Wabasha County approximately ninety miles southeast of the Twin Cities. Plainview is situated twenty-five miles northeast of Rochester and twenty-five miles southwest of Wabasha in Wabasha County. Of significance is Plainview's geographical relationship to the Mississippi River. The River is approximately twenty-five miles east of Plainview. This is important because the proximity to the Mississippi River impacts the landscape, farming techniques and the culture.



8. Image 4. Southeast Minnesota, Regional Context Map.

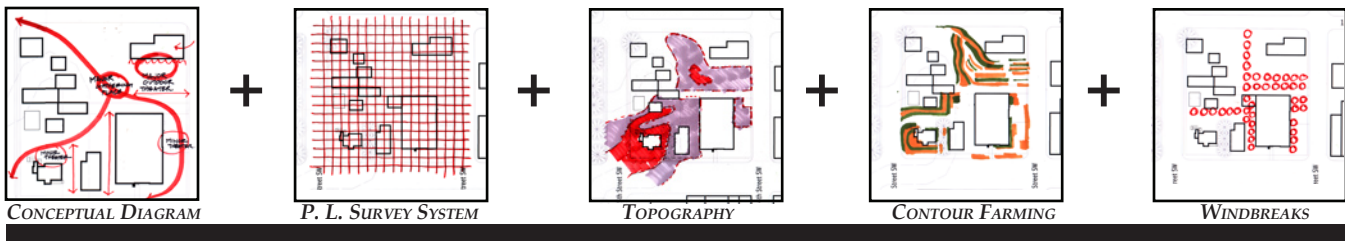


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Plainview, is a small rural town of three thousand two hundred residents (2000 U.S. Census). The town is home to the Rural America Arts Partnership (RAAP). RAAP consists of the Jon Hassler Theater the Rural America Arts Writing Center and the Plainview History Center and is located on Broadway Avenue between 4th and 5th Streets NW. The three institutions are located one block west from the heavily used downtown core intersection of Broadway Avenue and 3rd Street NW.



Image 5. Plainview Context Map.



BACKGROUND

The Community Oriented Vision and Plan for the Rural America Arts Plaza originated from a call from Ken Flies of the Rural America Arts Partnership to Dr. David Pitt, Professor in the Department of Landscape Architecture in the College of Design at the University of Minnesota. Pitt has done previous work with Flies and Flies was calling about interest in another project. RAAP was interested in developing a landscape architecture plan for the land directly north and east of the Jon Hassler Theater and visually connecting the three institutions that comprise RAAP. The goal of the plan was to design a place inspired by Plainview's rural context that housed donor opportunities in the form of etched bricks. Pitt saw merit in RAAP interests and goal and suggested to RAAP that they talk to CURA for support. CURA suggested to RAAP to apply to the Community Assistantship Program (CAP) funded by the Robert Wood Johnson Foundation.

This program seeks to enhance the capacity of community-based groups in the outer regions of Minnesota and provide applied research opportunities to students. RAAP applied and was granted the funding through CAP. Dave Pitt recommended Tracey Sokolski, a third year planning and landscape architecture capstone student to work with RAAP and to further define the goals and product.

At the same time, RAAP under time constraints due to the impending sesquicentennial celebration in the Summer of 2006 was interested in obtaining a plan quickly. To facilitate this request a small team of three students and an additional advisor was put together to have a day long charrette to produce some concepts for the plaza area. The summer charrette project area in Figure 6 illustrates the extent of the site taken into consideration. After the charrette, the concepts were illustrated, rendered and delivered in short order as shown in Figure 7.

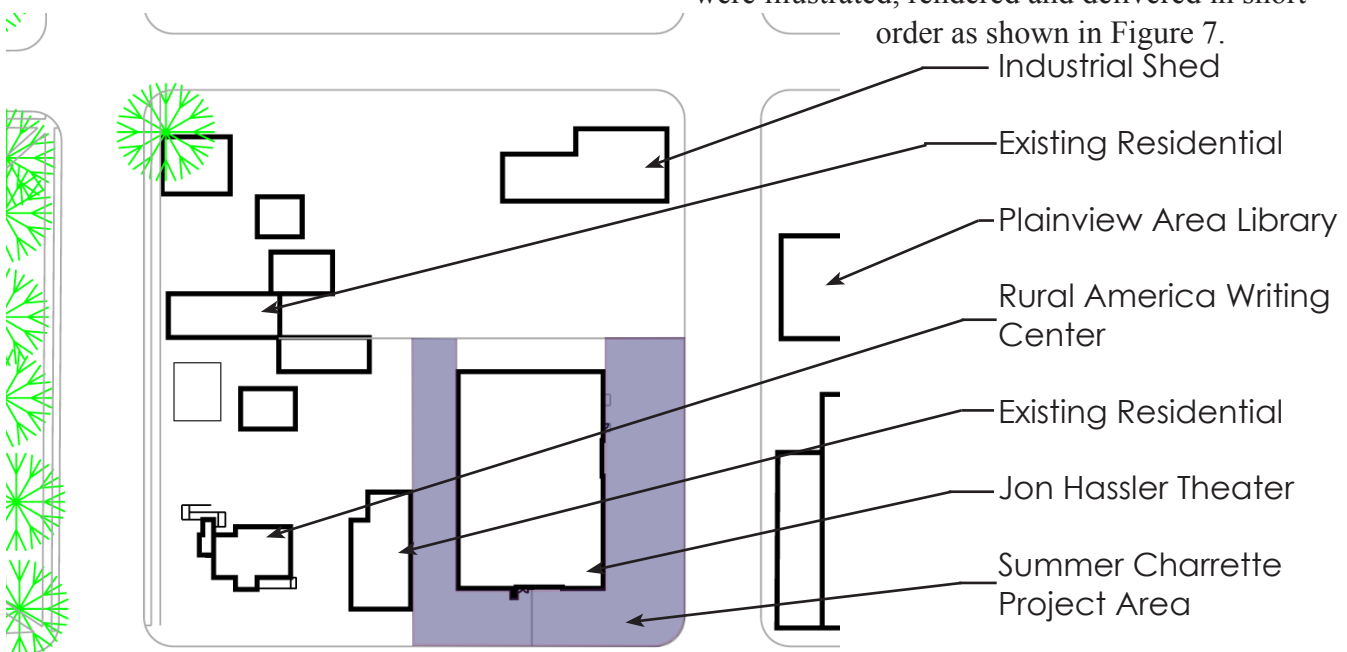
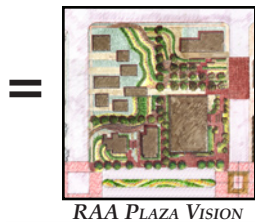


Figure 6. Summer Project Area Map.



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After the charrette, the project was expanded to include a community-oriented vision and plan for a plaza that considered the whole block and recommendations for improving the disconnected feeling of the three institutions of RAAP. The expanded project came about through conversation between RAAP and Pitt and later conversation with Sokolski. It was noted that the project had much more significance than just a landscape plaza plan because of the unrealized potential that Plainview could be a destination for cultural,

as well as environmental recreation. Plainview is unique because of the town's literary heritage of being Jon Hassler's boyhood home and the town is located on a ridge formed from the Mississippi River that is just twenty-five miles away. It was suggested that by visibly connecting Plainview's culture, history and environmental significance on the site, town and regional scale the community and tourists will come to realize that Plainview offers a special and significant experience.



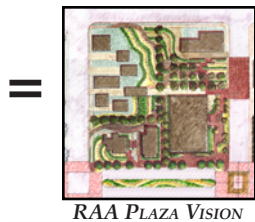
Image 8. Summer Project Team



With inklings of the breadth of project in mind Sokolski found it necessary to study art-based community economic development. In November of 2006, the draft report was informally presented to the RAAP-based Steering Committee. It was found that the vast majority of the significant information was from the McKnight Foundation's 2005 Bright Stars Report. This report looked at art-based small towns in rural Minnesota and loosely derived what makes these towns work. Lessons learned from the Bright Stars report were:

- **Branding.** For a community to improve economically through art-based community economic development the place's identity has to be defined and well marketed.
- **Community Leadership.** Home grown leadership is very important for the enhancement of art-based community economic development of a community. Leadership has to be strong and consistent to champion projects. The report has suggested that an artist's perspective was helpful.
- **Destination Creation.** The place has to be a destination. There has to be a reason and a place for people to come and go to. The three topics were then discussed in full.

Some significant comments were: What is the Rural America Art Partnership's community? The artists? The patrons? The community of Plainview? What is the identity of Plainview? Sally Childs, although not a resident of Plainview but a long-term visitor and Director of the Jon Hassler Theater expressed her heartfelt experience of how she thinks of Plainview. She said that Plainview to her was encapsulated in the approach to the town by car from Highway 42. Glimpses of Plainview can be seen from far away. Plainview is on a plateau amidst rolling hills of agriculture and prairie. It was this vision that sparked inspiration in the Steering Committee. If one person can have such a vivid experience of Plainview what are other people's experiences. It is this realization and the "lessons learned" from the Bright Stars report that suggested to the committee that the Rural America Arts Plaza should be home grown from the community up. Let the community think about who they are and what Plainview is. From this notion Sokolski drafted a project planning and public participation approach and process.



A COMMUNITY-ORIENTED VISION AND PLAN FOR THE RURAL AMERICA ARTS PLAZA PLAINVIEW, MINNESOTA

PLANNING AND PARTICIPATION PROCESS

The goal of the planning and participation process was to produce a plaza that worked with Plainview's urban core and the town in general.

The planning process consisted of four phases: a data gathering phase, a concept development phase, a design development phase and a documentation phase.

The data gathering phase consisted of gathering information on the socio-economics and demographics, arts and cultural opportunities and the environmental characteristics of the southeast region, town and site.

The concept development phase included the

Public Workshop and consisted of beginning design work for the site, the urban core and the town.

The design development phase included the Public Meeting and consisted of further defining the design of the site, the urban core and the town.

The documentation phase consisted of putting this report together that serves as the culmination of the project.

Public participation was very important. Effort was made to advance the project simultaneously with public outreach, education and input. For

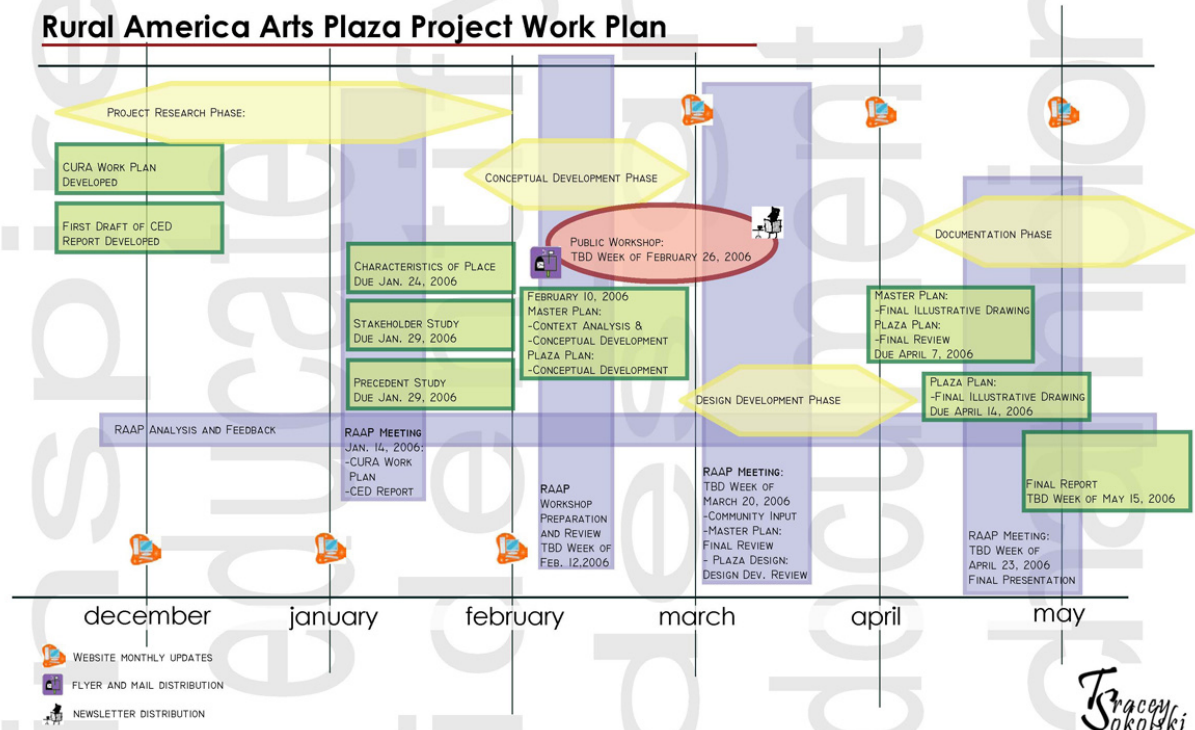
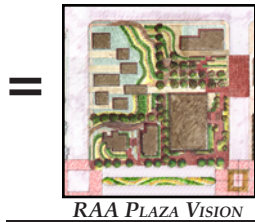


Figure 9. RAAP Plaza Work Plan and Timeline. (See Appendix for full image)



example, the project phases and progress reflected the feedback from the Public Workshop and Public Meeting. Ideally in planning projects, a diverse citizen-based steering committee is encouraged to work with the planning and/or landscape architectural professional. However, due to time constraints a Steering Committee was not sought out. As such, the Rural America Arts Partnership acted as the Steering Committee. The function of the Steering Committee was to provide guidance and be the “eyes and ears” of the community. Three Steering Committee meetings took place in the summer and fall of 2005 and one public workshop and one public meeting took place in the spring.

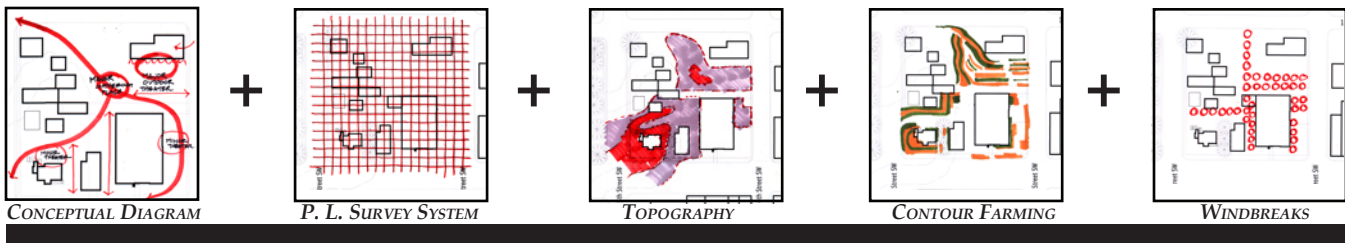


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BACKGROUND RESEARCH: REGIONAL CONTEXT

- Spatial Context
- Demographics and Socioeconomics
- Arts and Cultural Context

Image 10. Rural Landscape Context.



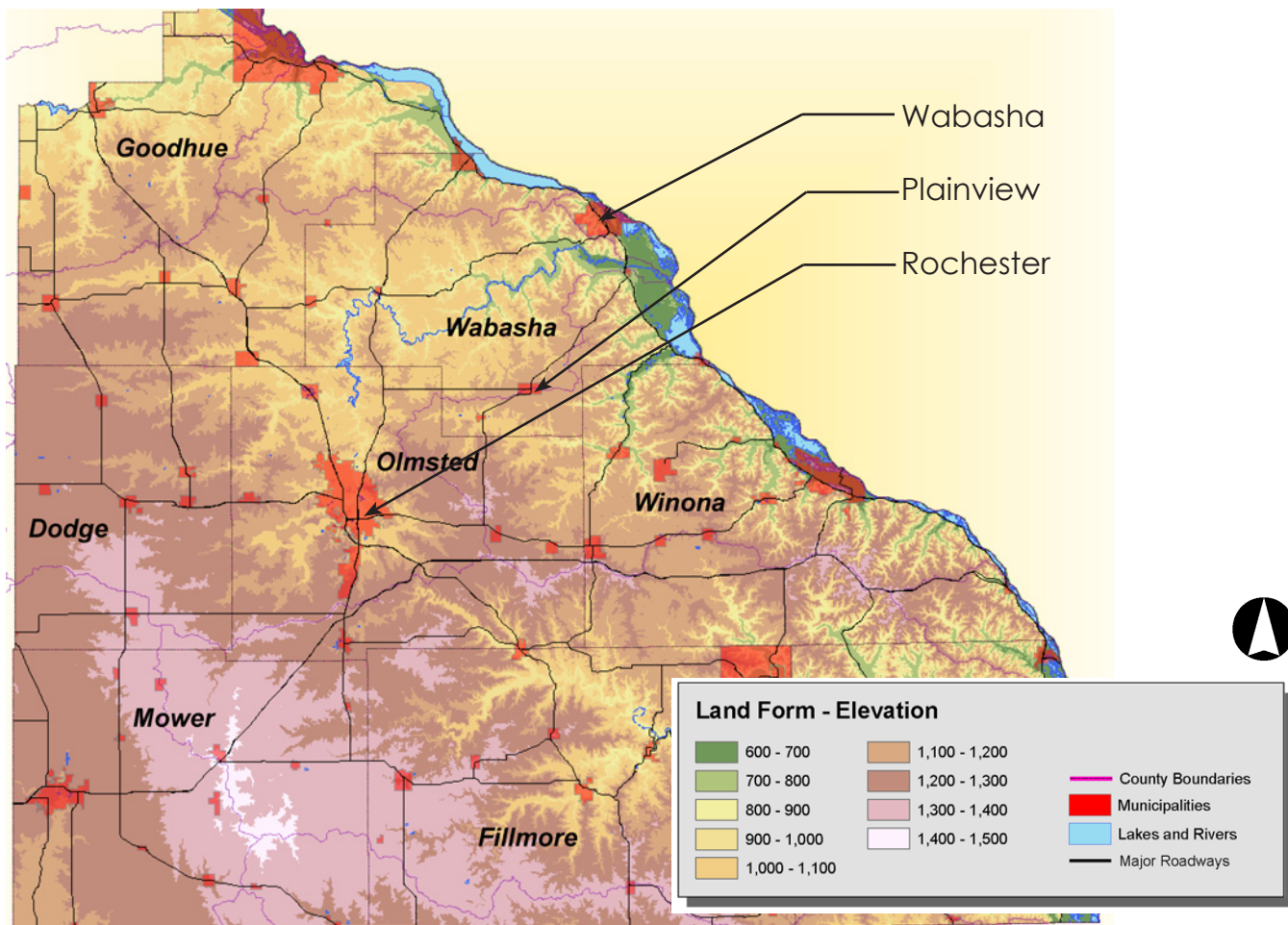
SPATIAL CONTEXT

The spatial context surrounding Plainview is a product of its geologic history which is the driving force of the area's topography, presettlement vegetation and current land cover.

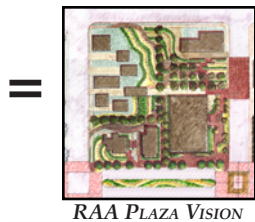
The southeast region of Minnesota is considered the "driftless zone" in geologic history. This is because the land missed the last glacier drift and remains intact. Since the land remains intact the land forms are older, more differentiated, and more eroded, as such, the landforms are dynamic. The current topography that features bluffs, coulees and ridges are characteristic of a vast portion of the north and east of the region. The land in south and west of the region is less differentiated, suggesting that this land was effected by the last glacier and is younger and less eroded.

In order to design a plaza with the rural landscape as inspiration, the topography of the southeast Minnesota implies that the landforms should be a significant factor in the design process.

CURRENT TOPOGRAPHY- SOUTHEAST REGION OF MINNESOTA



16. Figure 11. Southeast Regional Context - Topography



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The Presettlement Vegetation of southeast Minnesota consists of the big woods, brush prairie (dry) and prairie (wet) communities. Since the topography is hilly, and more susceptible to erosion the presettlement vegetation seems to be deeper rooted. The big woods community consists of Aspen - Oak forest and river bottom forests that reside in the valleys and gullies with close proximity to water. The brush prairie community resides on ridges. And the prairie and wet prairie communities reside on younger soils that are less eroded. This implies that Aspen - Oak trees, prairie grasses and plants and complementary species should be a significant factor in the design process because the design for the RAA Plaza is to draw inspiration from the regional landscape.

PRESETTLEMENT VEGETATION- SOUTHEAST REGION OF MINNESOTA

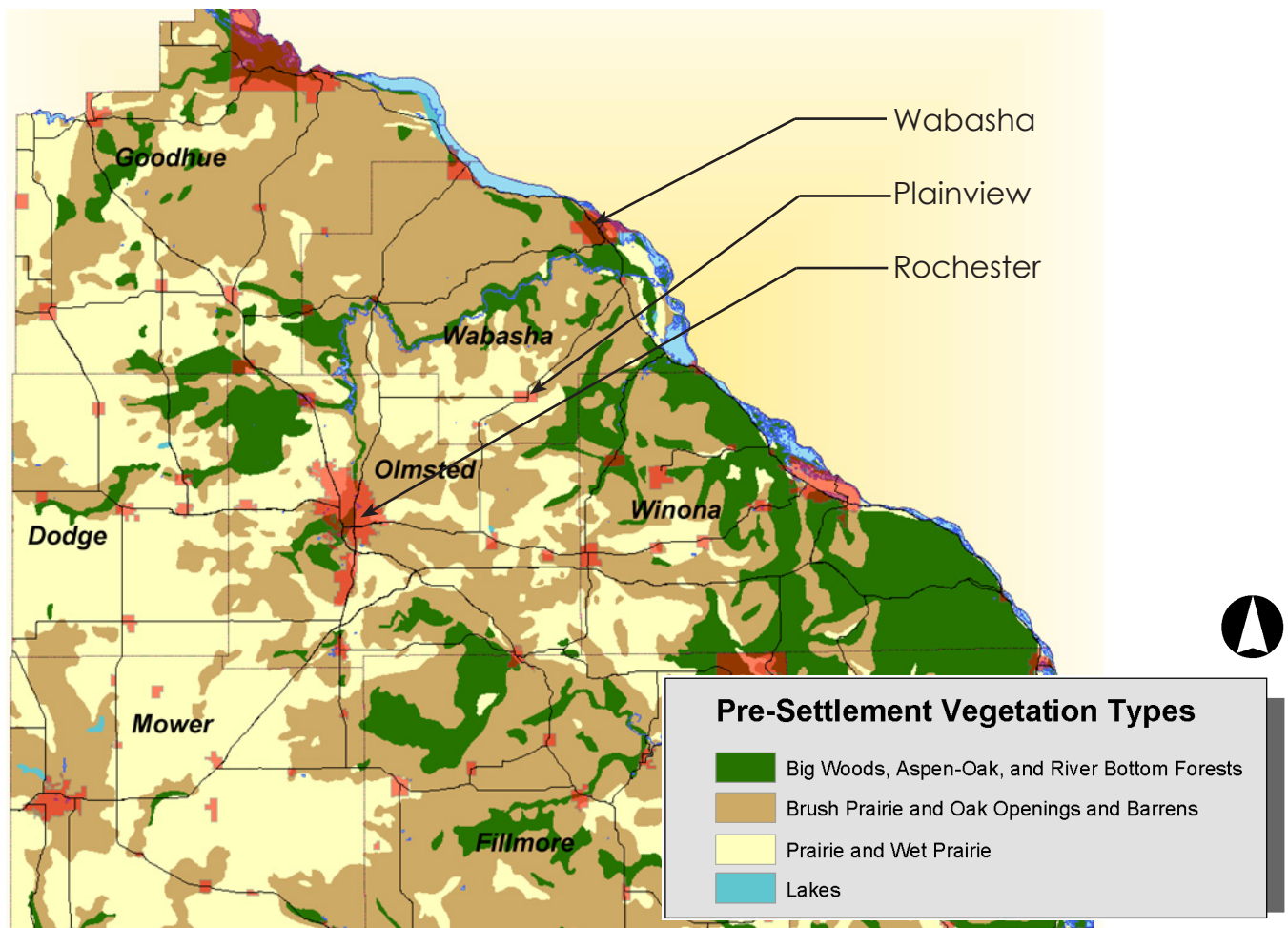
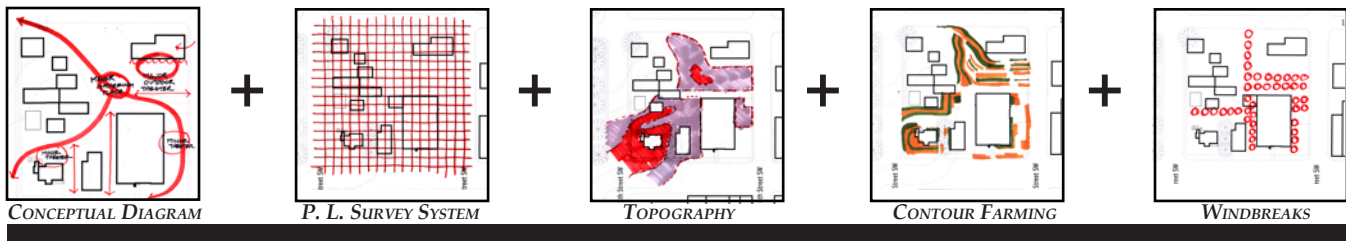
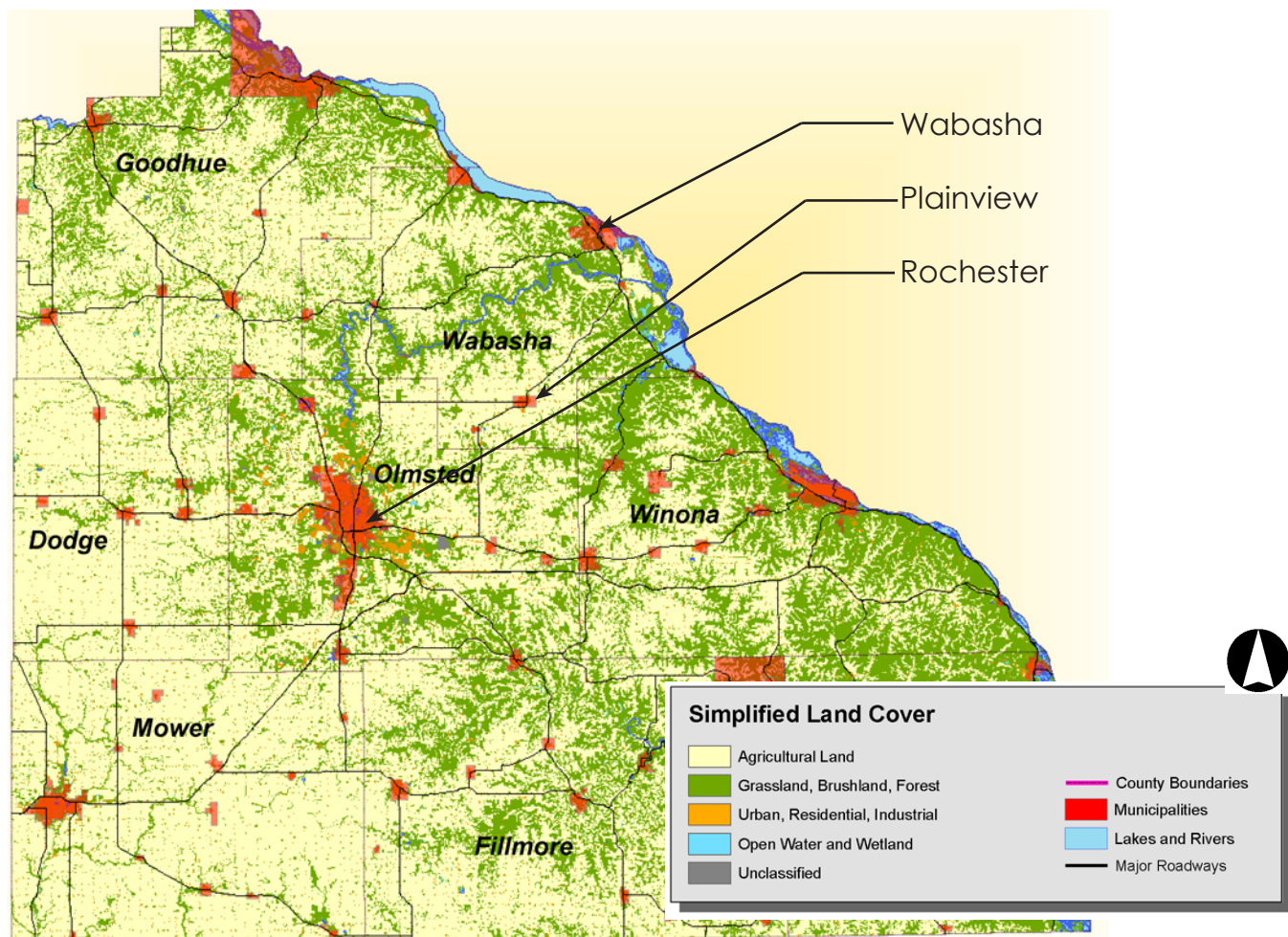


Figure 12. Southeast Regional Context - Presettlement Vegetation.

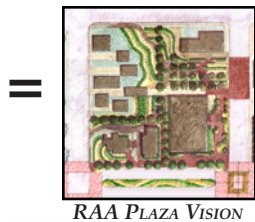


The current land cover of the southeast region of Minnesota is far more differentiated than the presettlement vegetation communities meaning that there is a clear distinction between the vegetation on the highlands versus the vegetation on the low lands. The presettlement vegetation suggested that the Big Woods vegetation community resided in the valleys and gullies of the landscape and the prairie communities resided on the ridges and flatlands. The current land cover shows that the remaining vegetative land cover consisting of grassland, brushland, and forest is located mostly in the valleys and gullies and the highlands are reserved for agricultural land. This implies that agricultural land is a significant element for the design of the RAA Plaza because the it is to draw inspiration from the regional landscape.

CURRENT LAND COVER- SOUTHEAST REGION OF MINNESOTA



18. Figure 13. Southeast Regional Context - Current Land Cover.



A COMMUNITY-ORIENTED VISION AND PLAN FOR THE RURAL AMERICA ARTS PLAZA PLAINVIEW, MINNESOTA

DEMOGRAPHICS AND SOCIOECONOMICS

Demographics and socioeconomics are quantifiable data about the population and economic status of community. There are two regional communities that Plainview resides in that the Federal and State Government provide readily available data for: the southeast region and the Rochester Metropolitan Statistical Area (MSA). The southeast region of Minnesota consists of the counties of Goodhue, Wabasha, Olmsted, Dodge, Mower, Winona, Fillmore and Houston. The Rochester MSA is comprised Olmsted, Dodge and Wabasha Counties.

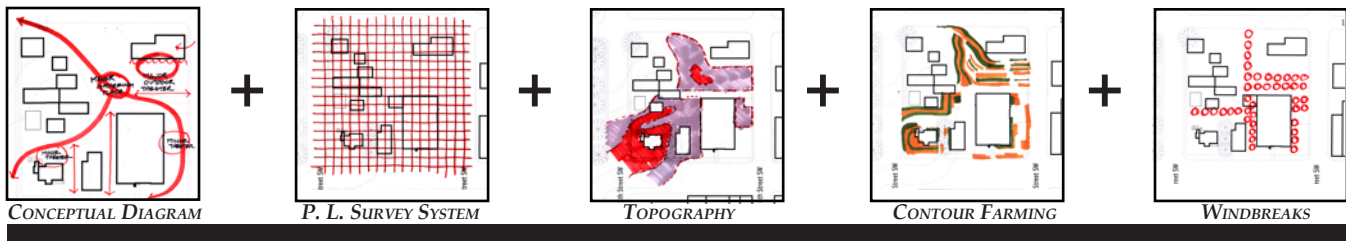
According to the Minnesota State Demographer's Office the southeast region's population in 2000 was 460,102 and it is projected to increase 25 percent to 575,900 in 2030 (see appendix). The projected percentage change between 2000 and 2030 for the southeast region as compared to the rest of the regions is ranked sixth highest in the state.

In contrast the Rochester MSA's population was 124,277 in 2000 and is projected to have a population of 170,500 in 2030. This is a 37 percent increase in population. The Rochester MSA is one of the highest ranking as compared to the other MSAs in the state for the population percentage change from 2000 - 2030. Since Rochester is approximately twenty-five miles from Plainview and Plainview resides within the Rochester MSA the Rochester MSA, poses the greatest impact on Plainview demographics and socioeconomic status.

MINNESOTA METROPOLITAN AREA POPULATION PROJECTIONS									
	2000 census	2005	2010	2015	2020	2025	2030	% change 2000-2010	% change 2000-2030
Metropolitan total	3,463,360	3,690,600	3,893,200	4,077,300	4,238,700	4,378,800	4,503,100	12	30
Nonmetropolitan total	1,456,119	1,506,600	1,559,400	1,616,400	1,670,800	1,720,700	1,765,200	7	21
Fargo-Moorhead, ND-MN	51,229	52,200	52,600	52,700	52,800	53,100	53,600	3	5
Duluth-Superior, MN-WI	200,528	202,900	205,900	209,400	212,700	215,500	217,800	3	9
Grand Forks, ND-MN	31,369	30,900	30,800	31,000	31,200	31,400	31,700	-2	1
LaCrosse, WI-MN	19,718	20,200	20,800	21,400	22,100	22,600	23,100	5	17
Minneapolis-St. Paul, MN-WI	2,868,847	3,073,800	3,255,100	3,417,000	3,557,800	3,678,300	3,784,100	13	32
Rochester, MN	124,277	132,700	140,500	148,600	156,300	163,600	170,500	13	37
St Cloud MN MSA	167,392	177,900	187,500	197,100	205,800	214,200	222,300	12	33

Sources: 2000 census, SF1; Minnesota State Demographic Center
Note: projections are made for only the Minnesota portion of these metropolitan areas
Numbers rounded to nearest 100.

Figure 14. Metropolitan Statistical Areas of Minnesota - Population Projections.



Population Pyramid for the Rochester MSA for the year 2000

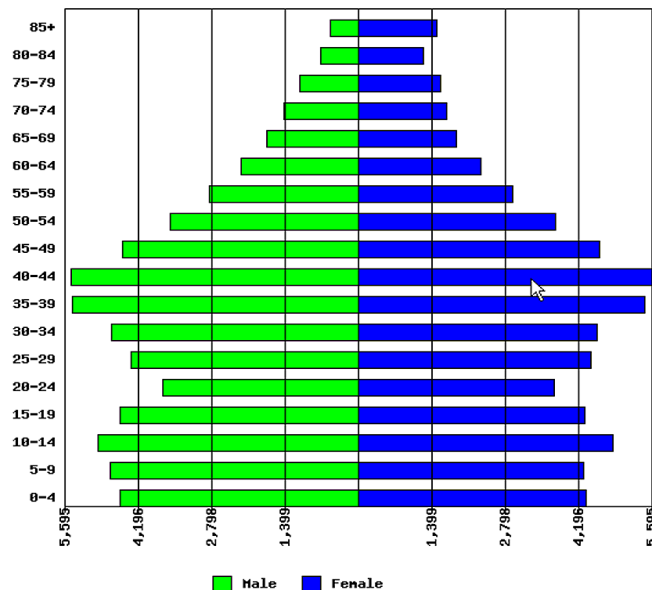


Figure 15. - Rochester MSA 2000 Population Pyramid.

ROCHESTER MSA POPULATION BY AGE						
0-19 Years Old	20-64 Years Old	65 Years & Over	Median Age			
1990 44,190	1990 82,560	2000 15,910	2000 31.82			
2000 48,700	2000 96,810	2000 18,850	2000 35.48			
2003 48,660	2003 103,490	2003 20,090	2003 36.10			
2005 48,790	2005 105,450	2005 20,900	2005 36.42			
2006 49,220	2006 107,290	2006 21,490	2006 36.67			
2010 50,590	2010 116,830	2010 24,010	2010 37.33			
2020 59,530	2020 127,300	2020 34,130	2020 38.07			

Source: Woods & Poole Economics, Inc., 2006 State Profile

Rochester MSA includes Olmsted, Wabasha and Dodge Counties in this table

Figure 16. - Rochester MSA Population Age Projection.

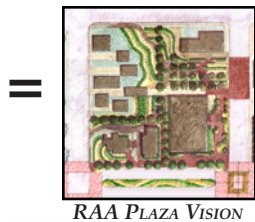
The population over 25 years old of the Rochester, MSA for the Census year 2000 is well educated. Sixty seven percent of the population has had some college with 44.6 percent holding some kind of degree. The implications of having a well educated population within close proximity to Plainview means that there is more of an opportunity for people seek out artistic events increasing the client base of the Rural America Arts Partnership and ultimately increasing the visitors to the proposed Rural America Arts Plaza.

The 2000 Rochester MSA's Population by Age in Figure 15 shows that there is a large amount of 35-44 year old male and females living in the area and a fair amount of 5-19 male and female living in the area. Figure 16 shows that there will be a projected 35% increase in the population of 0-19 Year old people, a 54% increase in the population of 20-64 year old people and 214% increase of the 65 Years and over people from the years 1990 to 2020. The change in age cohorts is great and could impact the Rural America Art Plaza because the need for plaza space will be greater and the need for accessible space will be very important and key to facilitating senior residents.

Educational Attainment for the Population 25 Years and Over: Metropolitan Statistical Area - Rochester, MN

	Total	
	Data	Pct
Total	80,277	100.0
No schooling completed	648	0.8
Nursery to 4th grade	74	0
5th and 6th grade	288	0.4
7th and 8th grade	2,023	2.5
9th grade	1,062	1.3
10th grade	978	1.2
11th grade	912	1.1
12th grade, no diploma	1,156	1.4
High school graduate (includes equivalency)	19,250	24.0
Some college, less than 1 year	5,707	7.1
Some college, 1 or more years, no degree	12,249	15.3
Associate degree	8,067	10.0
Bachelor's degree	17,044	21.2
Master's degree	5,878	7.3
Professional school degree	3,646	4.5
Doctorate degree	1,297	1.6

Figure 17. - Rochester MSA 2000 Education Attainment.



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The robust economic health of the Rochester MSA is firmly supported by the Service Providing Sector, the Goods Producing Sector and according to the Rochester Area Economic Development, Inc the Agriculture Sector. The Educational / Health Sector provides the most jobs in the Rochester MSA. The second highest job provider in the MSA is the Manufacturing Sector.

Since the Educational / Health Sector is the highest provider of employment within the Rochester MSA its not surprising to find in Figure 18 that the Mayo Clinic provides the highest number of jobs of 28,000 employed. The Manufacturing Sector is second, as such IBM is the second highest employment provider in the MSA.

The implications of having a well employed population in close proximity to Plainview is two fold. First, the population is well paid. Figure 19 shows that in 2006 the mean household income in the Rochester MSA is \$96,246 as compared to the Minnesota equivalent at \$59,348. Since people in the

Estab.	Firm	Employees	Union	Type of Business
1914	Mayo Clinic	28,000	8%	Medical/Hospital
1911	IBM	4,400	0%	Electronics/Computer
1868	Rochester Public Schools	2,150	95%	Education Services
1855	Olmsted County	1,135	60%	Government
1930	HyVee (north,south,Barlow)	775	0%	Grocery-Retail
1949	Olmsted Medical Center	998	5%	Medical/Hospital Services
1962	Walmarts & Sam's Club	981	0%	Retail
1858	City of Rochester	800	95%	Local Government
1951	Crenlo	755	52%	Fabricated Metal

Figure 18. Rochester MSA 2000 Significant Sectors.

MSA are well employed and well paid then there is more of an opportunity for them to venture to Plainview for their entertainment needs.

Second, the Mayo Clinic brings in a large population from outside the Rochester MSA on a daily basis. According to the Rochester Economic Development, Inc. the Mayo Clinic had 1.42 million outpatient

Rochester MSA Demographic Analysis All Current Dollars (\$)									
	1980	1990	2000	2003	2005	2006	2010	2015	2020
Income per Capita	10,347	20,120	31,044	35,211	37,830	39,123	45,383	55,050	67,720
Mean Household Income	28,822	53,185	79,689	89,583	95,430	98,246	112,233	134,203	163,835

Source: Woods & Poole Economics, Inc., 2006 State Profile

Figure 19. Rochester MSA 2000 Mean Household Income.

visits in 2004. Outpatient visits amount to increased outside money for support services, retail stores, lodging, and restaurants. Increased outpatient visits also means increased opportunity for Plainview to capture a percentage of people as tourists for the proposed Plaza.



ARTS AND CULTURAL CONTEXT

Rochester and the surrounding region has many arts, music, drama, cinematic and cultural amenities for the community and visitors alike. Some of the major attractions within Rochester are the Rochester Art Center, the Rochester Civic Theater and the Plummer House of the Arts.

The Rochester Art Center was founded in 1946 by Newton Holland, blends contemporary art with science inspiration. It is a well celebrated facility attracting acclaimed artists nationally.

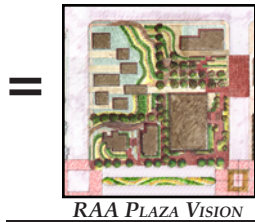
The Rochester Civic Theater, a non-profit, community organization educates through production and performance of live theatre.

The Plummer House of the Arts is an old Tudor mansion that houses a variety of art pieces and eleven acres of landscaped grounds.

In addition to the Rochester area amenities the southeast region has a lot to offer in terms of art organizations, amenities and attractions. Of interest, is the Jon Hassler Theater in Plainview, the Lanesboro Cornucopia Art Center, the Commonweal Theater Company and the Pumphouse Regional Arts Center in La Crosse Wisconsin. The Jon Hassler Theater features

a 223 seat theater that is celebrating its sixth season of professional theater in 2005. The Cornucopia Art Center features art and educational development and provides art opportunities for people of all ages. The Commonweal Theater boasts collaborative experiences between artist and audience and is dedicated to delighting and challenging the people. The Pumphouse Regional Arts Center features outreach services to artists, arts organizations and the community; as well as four art galleries and the 140 seat Dayton Theater.

The Rochester area and southeast region of Minnesota is rich in arts and cultural experiences. These organizations exist with limited connection but much common ground. There is much potential for further study focusing on a regional arts plan but, in the interim the implication of the regional context on the proposed RAA Plaza are two fold. First, the RAA Plaza could be a plaza for day trips and week excursions for people within the area looking for an outside literary and theatrical art experience. And second, the RAA Plaza could become a destination for literary and theatrical arts that is connected to a large web of rural arts organization in the area. Visitors and artists would be invited to come and take a tour of the area art and cultural offerings.



RAA PLAZA VISION

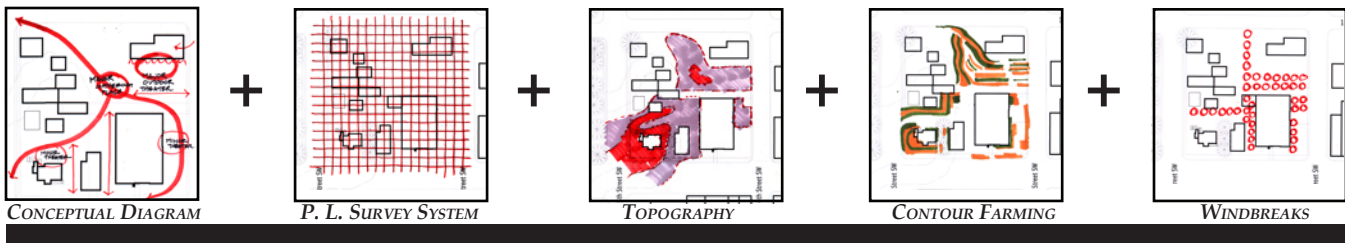
*A COMMUNITY-ORIENTED VISION AND PLAN
FOR THE RURAL AMERICA ARTS PLAZA
PLAINVIEW, MINNESOTA*

A collage of five photographs showing different aspects of Plainview, Minnesota. The top row shows a rural landscape with a large tree, a grain elevator with red cranes, and a street intersection. The bottom row shows a road winding through a field and a street view with cars and buildings. The text 'BACKGROUND RESEARCH: TOWN CONTEXT' is overlaid in the center.

BACKGROUND RESEARCH: TOWN CONTEXT

- Spatial Context
- Demographics and Socioeconomics
- Existing Planning Document Context
- Arts and Cultural Context
- Character
- Analysis

Figure 20. Plainview Character Context



SPATIAL CONTEXT

Plainview’s spatial context is significant to the proposed RAA plaza because it provides us with Plainview’s geologic and land cover history, suggests presettlement conditions, and provides insight into the beginnings of this town’s culture. The most significant elements of Plainview’s spatial context is Plainview’s topography, presettlement vegetation and land cover.

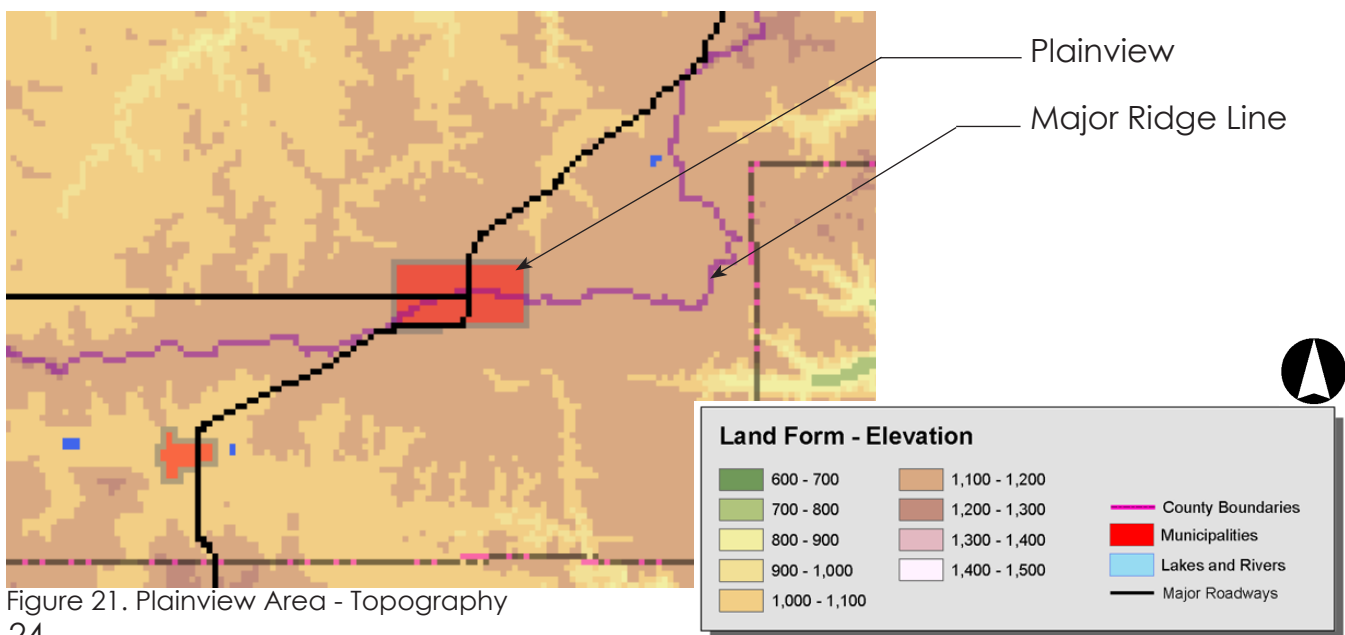
Plainview is located on a ridge between three watersheds rolling topography. Plainview’s topography is characteristic of “the Driftless Zone” in which the town resides. The Driftless Zone is an area of land in southeast Minnesota that was not affected by the last glacial period, as such the landscape is older, more differentiated, and more eroded. Plainview sits on a ridge that is

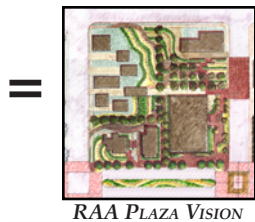
a high point within a system of valleys and gullies. The experiential result is a gently rolling landscape with a few knolls. When moving north and south through the town the rolling topography is apparent and as a result the horizon line is usually obscured. In contrast, when moving east and west the rolling topography is not very apparent and the horizon line is open.

The cultural implications due to the topography can be experienced today in Plainview. Historically a farm town, the topography lends itself to contour farming rather than other farming techniques. Contour farming, a more sustainable farm practice, is still used today.

There is also a cultural mystique to the approach

TOPOGRAPHY- PLAINVIEW





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to the town. Traveling from the south, the topography undulates significantly revealing glimpses of the town. This experience is ingrained in Plainview's culture and is still important today. This became evident when discussing Plainview's identity in a Steering Committee Meeting, Sally Childs expressed her heartfelt experience of how she thinks of Plainview.

The presettlement vegetation shows that the town, residing on the edge of the big woods, was mostly covered by wet and dry prairie with limited oak savanna out cropping. This is significant historically and culturally because according to

the Plainview Area History Center people came here because of the prairie. Originally named the Greenwood prairie, this area was considered the "plateau of plenty" by its forefathers.

Today, the vegetation is less diversified but, still significant. The land surrounding the town is largely used for agriculture and the valleys are grassland, brushland and forest.

PRESETTLEMENT VEGETATION- PLAINVIEW

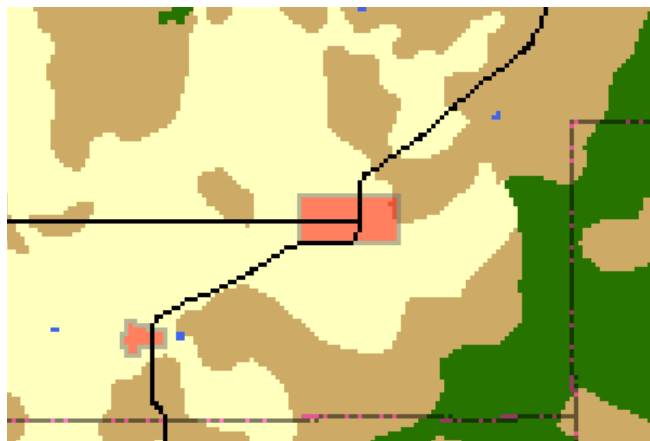


Figure 22. Plainview Area - Presettlement Vegetation

Culturally, this land is thought of as

Pre-Settlement Vegetation Types

- Big Woods, Aspen-Oak, and River Bottom Forests
- Brush Prairie and Oak Openings and Barrens
- Prairie and Wet Prairie
- Lakes

LAND COVER- PLAINVIEW

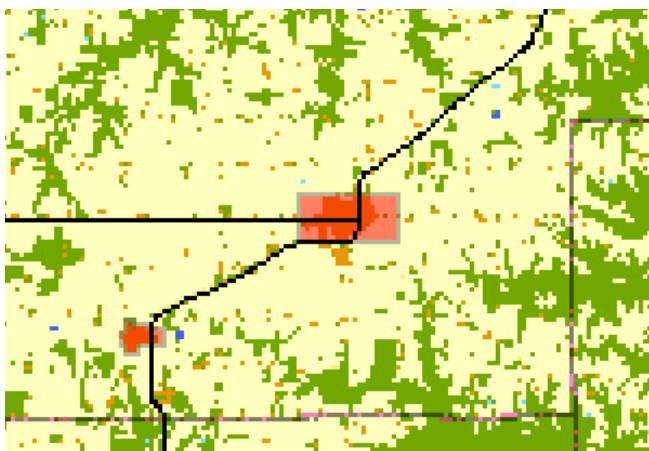
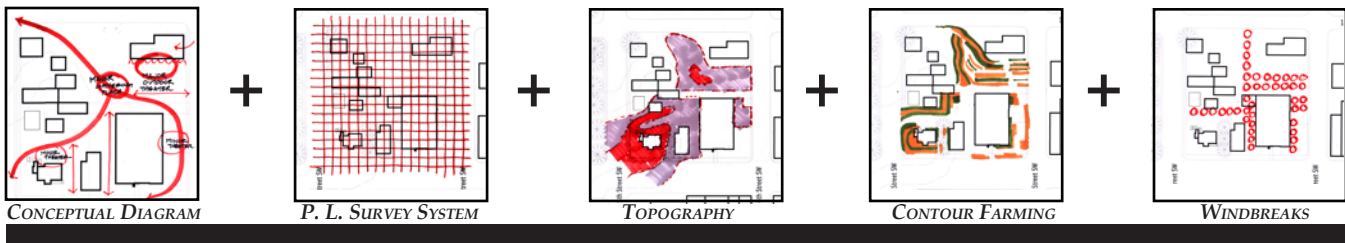


Figure 23. Plainview Area - Land Cover

agricultural land. There is an indescribable pride about being an agricultural town, however the prairie beginnings of the town is not far from thought though. This town was built on the prairie, over looked the prairie and was in "plain view" of the surrounding horizon.

Simplified Land Cover

- Agricultural Land
- Grassland, Brushland, Forest
- Urban, Residential, Industrial
- Open Water and Wetland
- Unclassified
- County Boundaries
- Municipalities
- Lakes and Rivers
- Major Roadways



DEMOGRAPHICS AND SOCIOECONOMICS

Plainview, Minnesota's demographic and socioeconomic context is important to the proposed RAA Plaza because the community of Plainview will be the primary end users of the space and as such the program of the plaza should reflect the users needs. The demographic and socioeconomic context includes the population statistics of Plainview, the education attainment statistics, the amount of time spent traveling to work, Plainview's major employers and the community's income.

The population of Plainview, Minnesota is modest, at 3190 in 2000 with a 30 percent projected increase in population from 2000 to 2030. The gender and age makeup of the population shown in Figure 25 reveals that there is a significant teenage, and toddler population, a considerable population of 35-40 year old males and females and a significant amount of seniors in the year 2000. As such, the plaza program elements should reflect the abundance of young kids, teenagers, working adults and seniors.

Plainview City Population Projection 2000- 2030												
	1970 (Actual)	1980 (Actual)	1990 (Actual)	2000 (Actual)	2002	2005	2010	2015	2020	2025	2030	2000-2030 Percent Change
Plainview Population	2093	2416	2716	3190	3242	3356	3533	3716	3885	4028	4144	30%

Figure 24. Plainview 2000 Population Projections.

Plainview's pattern of age and gender for 2000 as compared to Minnesota's 2000 age and gender pyramid shows similar patterns with the exception of a larger population of seniors in Plainview. How will Plainview's population change? Minnesota's projected population pyramid in 2030 allows for some insight. Figure 27 shows that there will be a larger senior population, slightly more teenagers and a similar amount of middle-aged people. Plainview's population in 2030, will definitely have a

Population Pyramid for Plainview for the year 2000

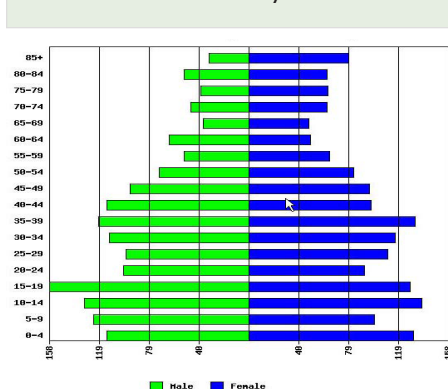


Figure 25. Plainview 2000 Population Pyramids.
26.

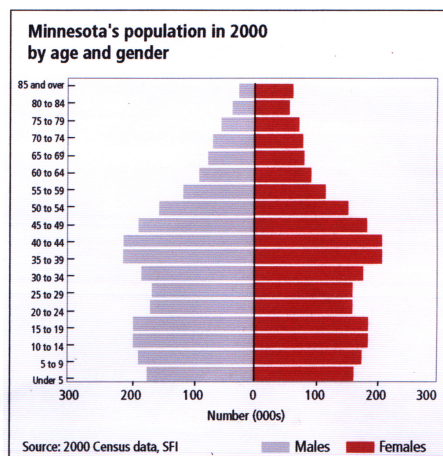


Figure 26. Minnesota 2000 Population Projection Pyramid.

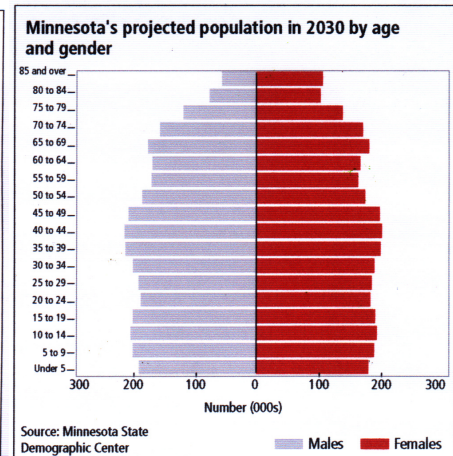
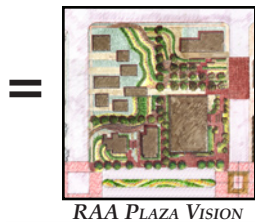


Figure 27. Minnesota's 2030 Population Projection Pyramid.



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large population of 60 year olds because in 2000 there was a high population of 35-40. The rest of the age categories are less easy to determine. The impact of the population age shift from 2000-2030 on the proposed RAA Plaza is that the plaza should be senior friendly and located centrally so that it is easily accessible.

Like the age and gender of the population mix, the level of educational attainment in Plainview may impact the need and uses of the proposed RAA Plaza. The statistics from the US Census show in Figure 28 that over fifty percent of the 2000 population of Plainview has had some college and over thirty five percent of the population has at least a high school diploma or its equivalent. The population of Plainview is well educated and as such, the community may be more apt to support the arts and create art themselves. If the community tends to support the arts and needs an outlet for artistic creation there may be a higher possibility of support for the plaza.

The major employers of Plainview in the year 2000 was Lakeside Foods, Plainview Community Schools, and Hillcrest Community Care Center. As shown in Figure 29 these employers employ around 800 employees. Including additional in-town jobs, it can be estimated that Plainview employees little over one third of it's 3190 residents. Where do the other residents of Plainview find employment?

Educational Attainment for the Population 25 Years and Over: Plainview, Minnesota.

	Total	
	Data	Pct
Total	1,964	100.0
No schooling completed	11	0.6
Nursery to 4th grade	0	0
5th and 8th grade	14	0.7
7th and 8th grade	140	7.1
9th grade	55	2.8
10th grade	18	0.9
11th grade	29	1.5
12th grade, no diploma	18	0.9
High school graduate (includes equivalency)	691	35.2
Some college, less than 1 year	142	7.2
Some college, 1 or more years, no degree	338	17.2
Associate degree	136	6.9
Bachelor's degree	290	14.8
Master's degree	58	3.0
Professional school degree	24	1.2
Doctorate degree	0	0

Figure 28. Plainview's 2000 Level of Education Attainment

Major Employers of Plainview in the Year of 2000		
Employer	Products/Services	Employee Count
Lakeside Foods, Inc.	Fruit & Vegetable Preserving & Spec. Food Mfg.	250
Plainview Community Schools	Elementary & Secondary Schools	155
Hillcrest Community Care Center	Nursing Care Facilities	100
Plainview Community Schools	Elementary & Secondary Schools	155
Hillcrest Community Care Center	Nursing Care Facilities	100

Figure 29. Plainview's Major Employers, 2000



Travel Time to Work Plainview, Minnesota in the year 2000.

Average travel time (minutes)			21.6
	Population		
	Data	Pct	
Total:	1,617	100.0	
Did not work at home:	1,561	96.5	
Less than 5 minutes	270	16.7	
5 to 9 minutes	367	22.7	
10 to 14 minutes	111	6.9	
15 to 19 minutes	38	2.4	
20 to 24 minutes	69	4.3	
25 to 29 minutes	75	4.6	
30 to 34 minutes	317	19.6	
35 to 39 minutes	100	6.2	
40 to 44 minutes	65	4.0	
45 to 59 minutes	74	4.6	
60 to 89 minutes	36	2.2	
90 or more minutes	39	2.4	
Worked at home	56	3.5	

Figure 30. Travel Time to Work- Plainview, MN 2000.

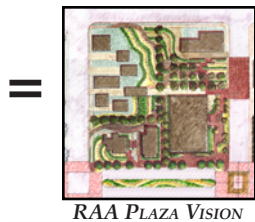
Where do the other residents of Plainview find their employment is hard to say. Figure 30 shows that 96.5 percent of the Plainview workforce for 2000 did not work at home. Out of that 96.5 percent around forty percent travel 5 to 9 minutes or less to work, around thirty percent travel around 20 to 34 minutes to work and another twenty percent travel more than 34 minutes to work. Plainview is a small town with an estimated longest time of travel at 10 minutes. Rochester is around twenty-five miles away with an estimated thirty minute travel time. Wabasha City is equally far and has a similar travel time. The travel time to work shows that around forty percent of the population of Plainview work outside the city. This suggests that even though there is little employment opportunity in Plainview, there is still money coming into the town. And if there is money coming into the town there maybe some opportunity for people to support the arts and support the proposed RAA Plaza.

Figure 30 shows that the average household income is around \$45,000. This average household income is not impressive unless the household is comprised of only one individual and even then it is a relatively low income to live on. Since some of the population work outside of Plainview and on average have a relatively low income this implies that the RAA Plaza will need to acquire funds from outside of the community for beginning and continued support.

Household and Family Income for Plainview, Minnesota in the year 2000.

	Households	Families
Median Income	\$39,952	\$48,971
Average Income	\$45,350	\$51,977

Figure 31. Household and Family Income 2000



A COMMUNITY-ORIENTED VISION AND PLAN FOR THE RURAL AMERICA ARTS PLAZA PLAINVIEW, MINNESOTA

EXISTING PLANNING DOCUMENT CONTEXT

The existing planning document context in Plainview consists of the 2003 Comprehensive Plan, the 2003 Zoning Plan, and the 2004 to 2024 Land Use Plan. The existing planning document context is important because it provides some of the legal context which new construction needs to adhere to or make a good argument against.

The 2003 Comprehensive Plan presents findings and data on an array of planning issues but, of significance to the RAA Plaza is the intent of the overall goals. The intent of the overall goals is to develop a “brand image” with the overall goals in mind. The overall goals are general statements about encouraging a high quality of life. The Comprehensive Plan supports, even encourages creating a “brand image” for Plainview.

The 2003 Zoning Plan shows the zoning for existing and new proposals. Of significance to the RAA Plaza is C-1 Central Business District in which the proposed plaza resides and the service commercial district to the north, the expansion of single family residential in the northwest corner of Plainview and the expansion of the Industrial District in the southwest corner of the town.

- Of concern, is the distance between the C-1 Central Business District, in which the RAA Plaza resides, and the service commercial district to the north because the more the town spreads out its resources and business owners the less concentrated the commercial areas seem.

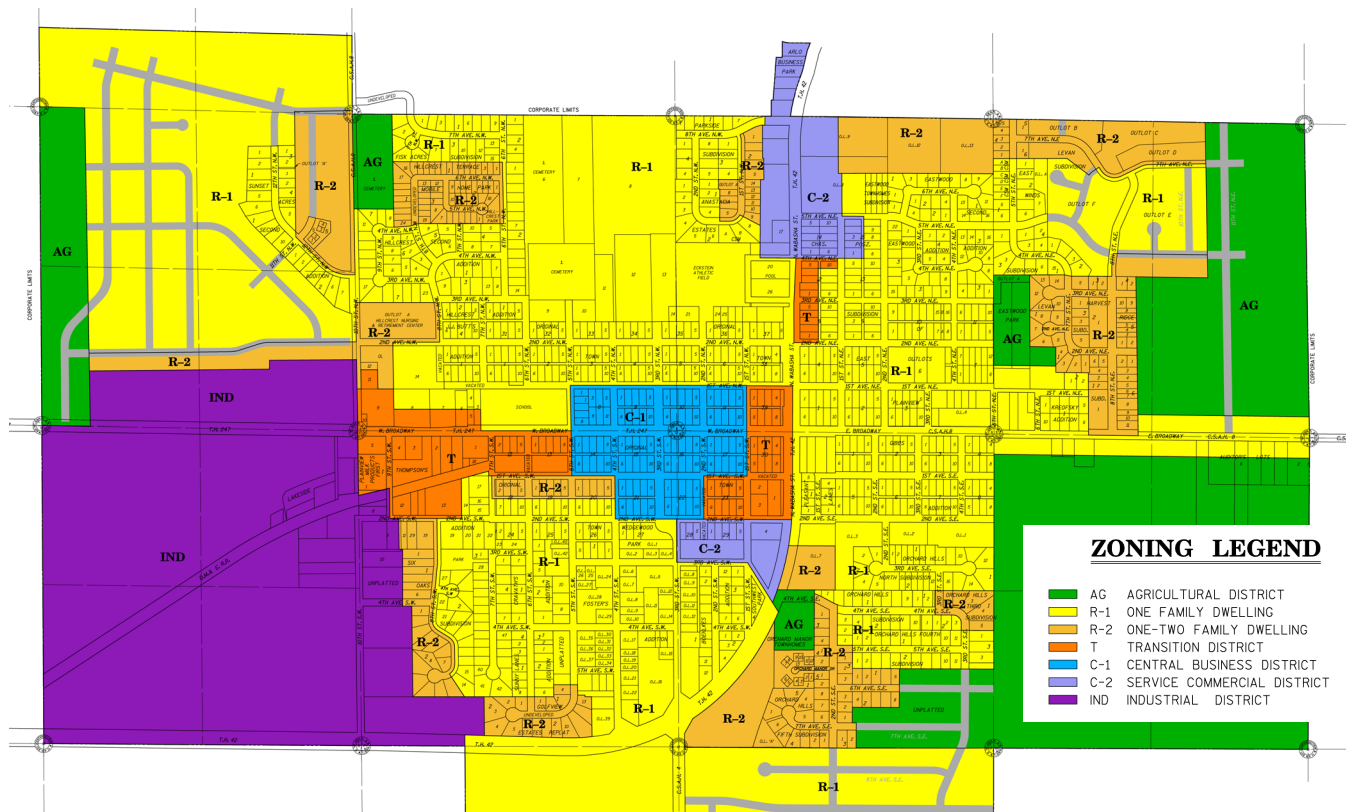
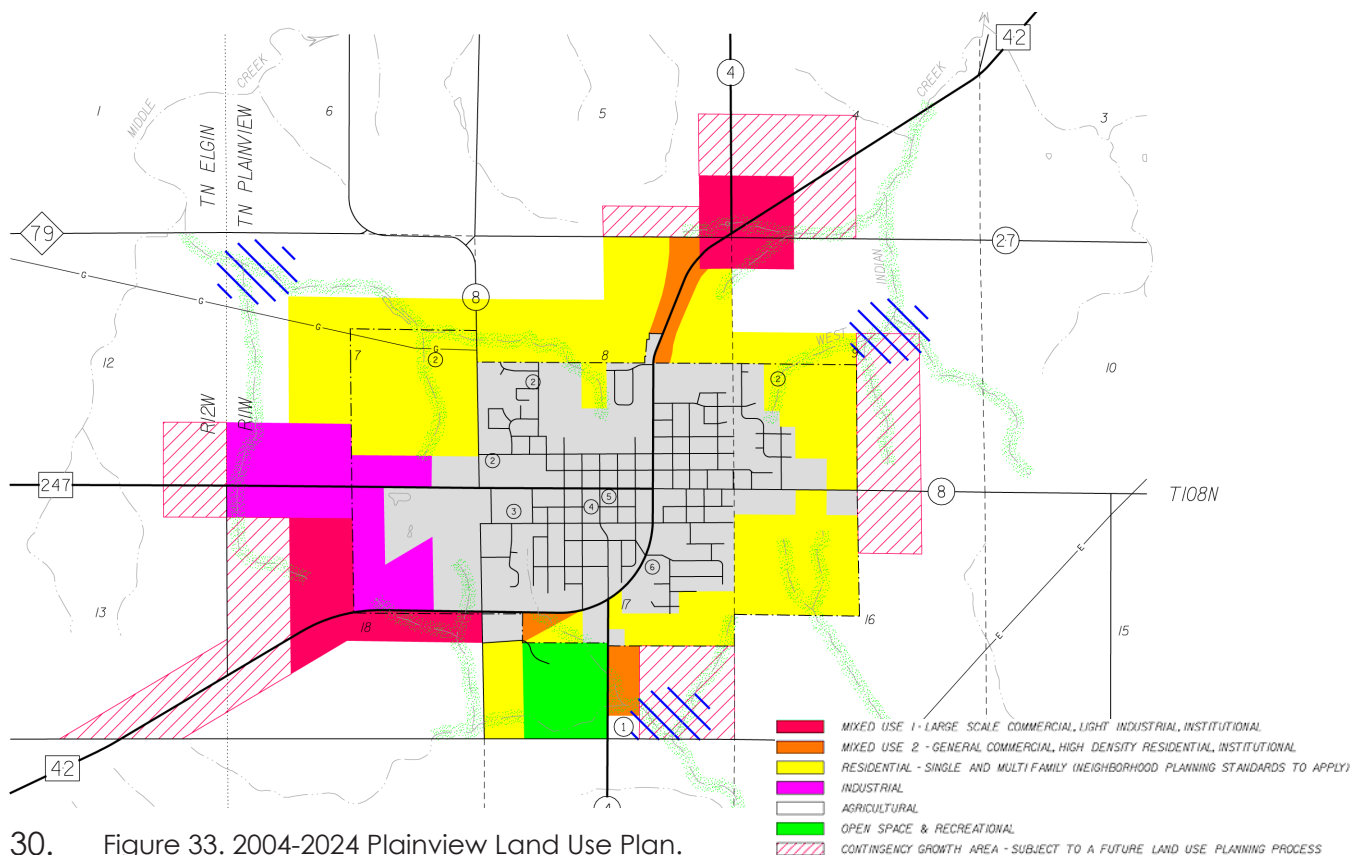


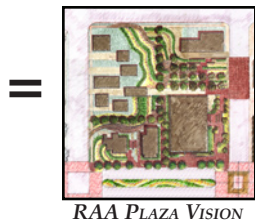
Figure 32. 2003 Plainview Zoning Plan.



- The expansion of single family residential in the northwest corner of Plainview is also of concern because the property is currently a large scale farm and is important to expressing the character and history of Plainview. Large scale farming is not of historical significance in Plainview but, the presence of the farm helps express the farm town character of Plainview and the change in farming technology. The farm could be marketed and become part of a tourist program in Plainview.
- The expansion of the Industrial District is also of concern because of the impact that increased industry would have on the small family dairy farm located to the south and the historical places and the architectural artifacts that remain in this area. Measures have to be taken to buffer any industrial land use from the family farm to the south because this farm is one of the few farms left that currently use the same techniques that were used historically. There are also architectural places and remnants documented later in this report that reveal the cultural and economic history of the town. These places and remnants are important as well to the RAA Plaza as well as the historical story of Plainview itself.

The Land Use Map shows current land use and future land use expansion. Of significance is the expansion area in pink stripes. This is important because this is probably the areas that will develop in the near future. It will be important to watch these areas and the local politics to guide the land use so that it is beneficial to the RAA Plaza Vision.





A COMMUNITY-ORIENTED VISION AND PLAN FOR THE RURAL AMERICA ARTS PLAZA PLAINVIEW, MINNESOTA

ARTS AND CULTURAL CONTEXT

Plainview's art and cultural context is steeped in the literary and theatrical arts. Central to these arts are story telling. Today, story telling finds new heights in Plainview. A great story teller, Jon Hassler has influenced the art and cultural context of Plainview greatly. He is a novelist, who lives in Minneapolis, and is a Regent's Professor at St. John's University in Collegeville, Minnesota. Hassler has roots in Plainview and his experience of the rural context is evident in his many books. Hassler was so influential in Plainview that his boyhood home was moved to Broadway and now houses the Rural America Art Writing Center.

The Rural America Arts Writing Center is a place that nurtures writers from near and far. The Center provides programs, lectures and events focused on rural literary arts.

The Jon Hassler Theater, housed next to the Writing Center in a former International Harvester implement building on Broadway, has 225 permanent seats and lobby exhibition space of approximately 3000 square feet. The Theater was originally the Lyric Theater, that was located in Minneapolis. The Lyric Theater was the original producer of all the professional stagings of Jon Hassler's plays. In 2001, the Lyric Theater joined the Jon Hassler Theater in Plainview. And since that time the joint venture has been successful.

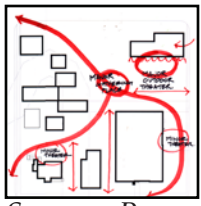
The Plainview Area History Center located south of Broadway houses numerous stories of the agricultural landscape and is a jewel for a small town to have.

The Rural America Arts Partnership is a not-for-profit 501(c)(3) corporation whose principal mission is to foster and preserve rural and small town values through the arts. The organization manages the three Plainview institutions, the Rural America Writing Center, the Jon Hassler Theater and the Plainview Area History Center. RAAP works tirelessly to market, strategize and provide vision for the arts and cultural amenities of Plainview.

The result of the three institutions and the Rural America Arts Partnership for the RAA Plaza is: consistent, strong leadership, grass roots organization and high quality literary and theatrical arts. Since there is a strong art leadership and a high commitment to quality rural arts there is a greater opportunity that RAAP will be able to convince locals of the relevancy of the plaza and champion the plan through the political process.

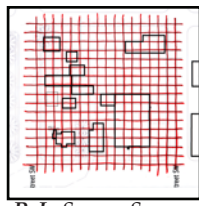
JON HASSLER'S PUBLISHED WORKS:

- Staggerford (Scribner, 1977)
- Simon's Night
- The Love Hunter (William Morrow, 1981)
- A Green Journey, Grand Opening North of Hope (Ballantine, 1996)
- Dear James, Rookery Blues
- The Dean's List (Ballantine, 1998)
- Four Miles to Pinecone Jemmy, The New Woman (December 2005)
- The Staggerford Murders
- Nancy Clancy's Nephew (Plume, 2004)
- The Staggerford Flood



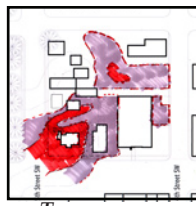
CONCEPTUAL DIAGRAM

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P. L. SURVEY SYSTEM

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TOPOGRAPHY

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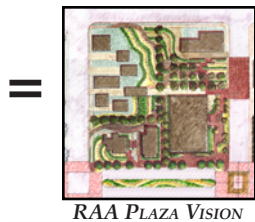


CONTOUR FARMING

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WINDBREAKS



A COMMUNITY-ORIENTED VISION AND PLAN FOR THE RURAL AMERICA ARTS PLAZA PLAINVIEW, MINNESOTA

TOWN ANALYSIS

Plainview's town analysis seeks to show the strengths, weaknesses, opportunities, and threats (SWOT) within the spatial, demographic and socioeconomic, art and culture and character reality of the town.

STRENGTHS

Spatial Strengths:

- The views east and west on Broadway are wide and open to the horizon. This is a strength because when traveling down Broadway it is easy to relate to the broader context of the town.
- The elevation undulates from north to south. This is a strength because the change in elevation contrasts with the ridge that forms the east/west experience of Plainview's town center.
- The presettlement vegetation of wet and dry prairie and oak trees are a strength because the plant material is easy to come by and could be lower maintenance.

Demographic and Socioeconomic Strengths:

- The location of Plainview in relation to Rochester and Wabasha City. Having Rochester and Wabasha City close is a strength because there is an opportunity to attract more people in search of artistic and cultural entertainment.
- Plainview has several distinct age cohorts. These focused age groups make it easier to

program a plaza for specific events. A mix of kids, adults and seniors is also a strength because there is more of an opportunity the plaza will be routinely in use.

Arts and Culture Strengths:

- Plainview has three great institutions: the Jon Hassler Theater, the Rural America Writing Center and the Plainview Area History Center. These institutions are connected together by a strong, well organized, community led not-for-profit, the Rural America Arts Partnership. The RAAP is a strength not only to Plainview but to the southeast region of Minnesota as well.
- Plainview has existing historical and cultural sites that express the heritage of the town. This is a strength because Plainview's history is integral to its sense of place and the more Plainview can be differentiated from other rural towns the greater the opportunity to attract people to Plainview for a particular experience.
- The Plainview High School, Plainview Area Library, Plainview Youth and Community Center are all strengths to the Plainview community because the institutions increase young population, build social strength and bring people in from around the Plainview area.



Character Strengths:

- Plainview has two highways running east-west and north-south. Broadway Avenue (east-west) and Wabasha Street (north-south) provide truck access and fast and easy access to the two commercial areas. This is a strength because easy access through the town increases the chance that people will come and visit.
- The town center is only an intersection away from the RAAP complex. This is a strength because the proposed plaza can increase and feed off the energy of the commercial intersection.
- The town has two bike / pedestrian paths to the north and south of the city. The paths are a strength to the town and the plaza because they provide the opportunity for the community and visitors to connect with nature.

WEAKNESSES

Spatial Weaknesses:

- The elevation undulation from north to south. This could be a weakness because the change in elevation hides views when traveling north and south in Plainview.
- The presettlement vegetation of wet and dry prairie and oak trees could be a weakness because there is a limited number of plant species that is attainable and will grow here successfully.

Demographic and Socioeconomic Weaknesses:

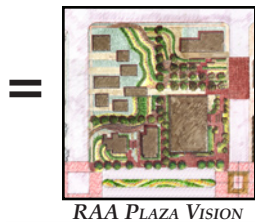
- The location of Plainview in relation to Rochester and Wabasha City could be a weakness because people may not find the type of job opportunities or entertainment opportunities in Plainview they seek and will have little discouragement in traveling to one of the bigger cities.

Arts and Culture Weaknesses:

- The institutions of the Rural American Partnership reside in separate buildings and across Broadway Avenue. This can be a weakness if the RAAP wants to present itself as a whole.
- Plainview's historical and cultural sites are not formally preserved, celebrated or connected. This is a weakness because if sites are not formally designated they can be lost to redevelopment.
- Plainview High School, Plainview Area Library, Plainview Youth and Community Center is not formally connected to RAAP. Connecting these institutions to the RAAP in some capacity is important because they can add richness, more community involvement, and possibility funding opportunities.

Character Weaknesses:

- Plainview has little or no branding image. This is a weakness because from the perspective of a person who has never come to Plainview, the



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town seems like every other small town.

- Plainview has two highways running east-west and north-south. The highway running east-west, Broadway Avenue, is a weakness because it is hard to cross, becomes a barrier to business, and unsightly.
- Plainview has two commercial centers. This is a weakness because businesses are spread out and in turn public and private money is spread out.
- The town has two bike / pedestrian paths to the north and south of the city that are not connected. This is a weakness because people tend to want to circulate on a path or commute to work. If there little connection to “where the people are” and “where the want to be” the bike path may be used less.

OPPORTUNITIES

Spatial Opportunities:

- The elevation undulation from north to south physically demonstrates the change in elevation in Plainview. The north to south elevation change is an opportunity to connect to the southeast regional landscape and experience the rolling topography right in Plainview.
- The presettlement vegetation of wet and dry prairie and oak trees provides an opportunity

to convey the story about the vegetative history because the plant material is easy to come by and could be lower maintenance.

Demographic and Socioeconomic Opportunities:

- The location of Plainview in relation to Rochester and Wabasha City is an opportunity because Plainview can attract more people in search of artistic and cultural entertainment.
- A population filled with kids and seniors is an opportunity because they will probably visit the plaza more that other age groups.

Arts and Culture Opportunities:

- The institutions of the Rural American Partnership provide an opportunity to create a “campus like” Plaza that connects the Rural America Writing Center and the Jon Hassler Theater.
- The historical and cultural sites in Plainview present an opportunity for the sites to be formally preserved, celebrated or connected in a meaningful way.
- Plainview High School, Plainview Area Library, Plainview Youth and Community Center provide an opportunity for a public and private relationship to strengthen the community’s social connections, provide new and enhanced programs



and create funding potentials.

Character Opportunities:

- Plainview has the opportunity to create a branding image that incorporates the RAA Plaza. This is important because if Plainview is known for something else, there may be little chance for people to realize that RAA Plaza even exists.
- The highway running east-west, Broadway Avenue, is an opportunity because a redesign of the Highway can enhance existing and proposed significant intersections and create a more friendly pedestrian environment.
- The town's two bike / pedestrian paths are an opportunity because they can be connected to link the RAAP institutions and the north and south paths. If the two paths are connected it can help people spatially connect that the Plainview Area History Center is a part of the RAAP. In addition, the experience of moving from the north to the south is an opportunity to experience the undulating topography similar to the rest of the southeast region.

THREATS

Spatial Threats:

- The use of presettlement vegetation of wet and dry prairie and oak trees could be a

threat because the vegetation can grow higher and constrict views.

Demographic and Socioeconomic Threats:

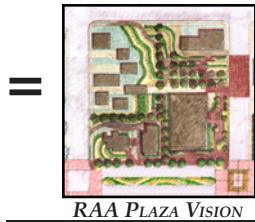
- Rochester and Wabasha City could provide an art and literary opportunity similar to Plainview and people may choose a town other than Plainview because it is bigger and can offer more choice.

Arts and Culture Threats:

- The RAAP's community is largely from outside of the Plainview community. This could be viewed as a threat because the art and cultural experience may be more regional.

Character Threats:

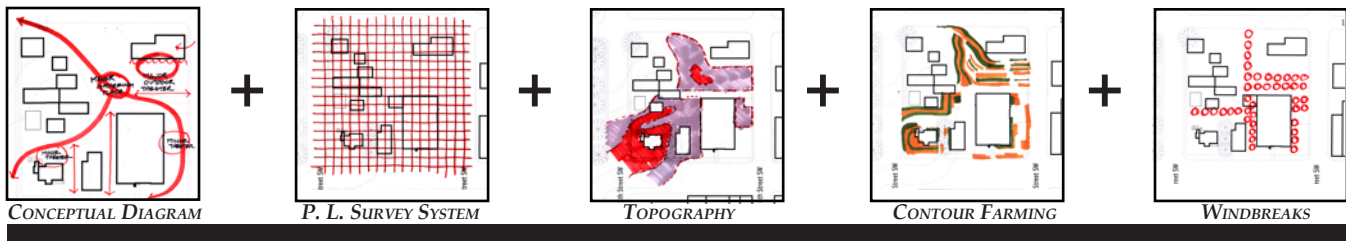
- Plainview creates a branding image that does not include RAAP. If this happens and Plainview is known for something else, there may be little chance for people to realize that RAAP even exists.
- Broadway Avenue, controlled by the Minnesota Department of Transportation, may be difficult to alter. But, by having the vision and plan on paper Minnesota Department of Transportation can be made aware that there is an alternative design to the Highway.



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Figure 37. View Southwest behind the Jon Hassler Theater.



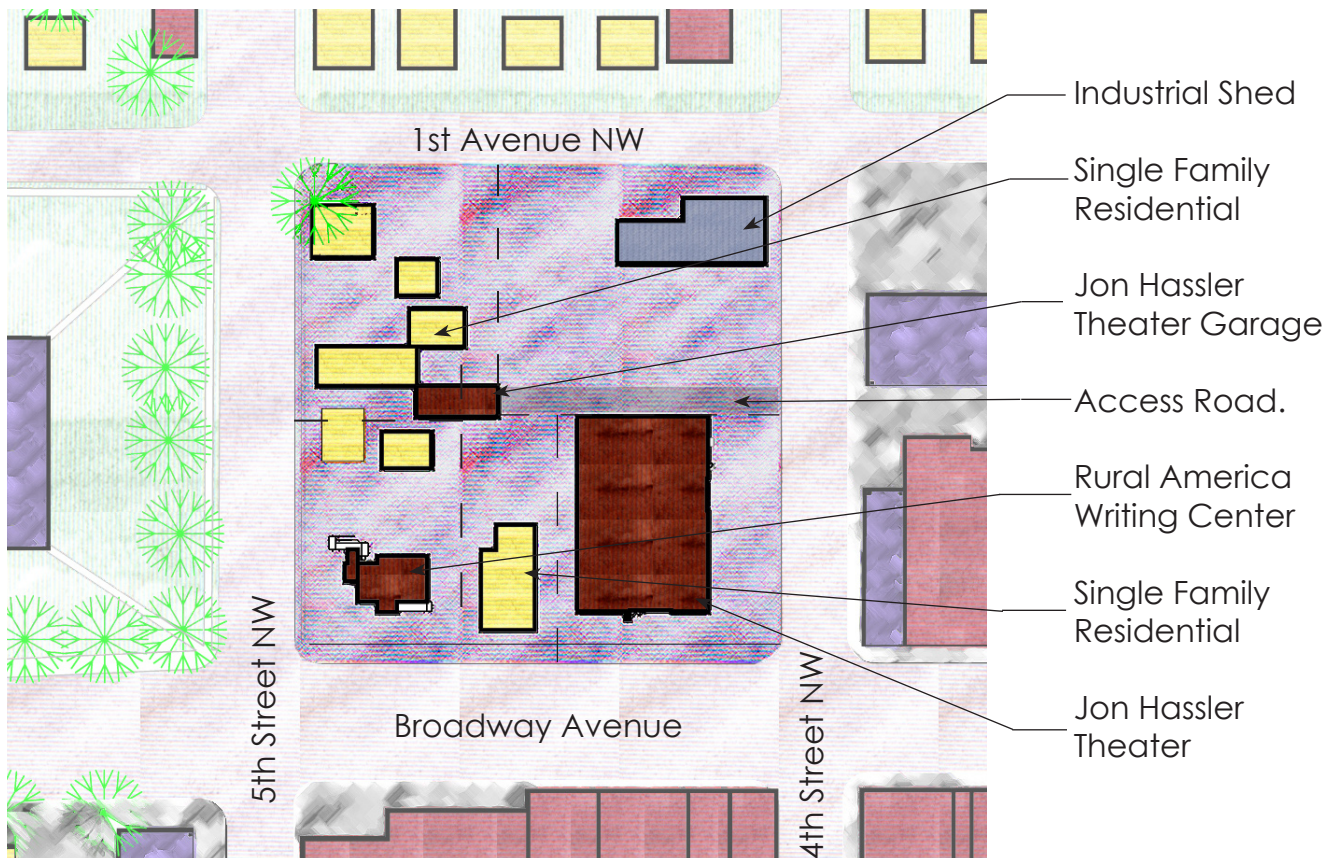
SITE DESCRIPTION

The Vision and Plan for the Rural America Arts Plaza is located on a block north of Broadway Avenue, south of 1st Avenue NW, east of 5th Street NW and west of 4th Street NW. The site is approximately a 300 feet by 300 feet town block and just one intersection from the commercial heart of Plainview. The block consists of a mix of land uses: an industrial shed, single family residential, and the institutions of the Jon Hassler Theater and the Rural America Writing Center. The Plainview Land Use Plan of 2004 to 2024 developed by the firm Mead and Hunt has designated the block “developed” as of 2003. The 2004 zoning map also developed by Mead and Hunt designates the block as part of the central

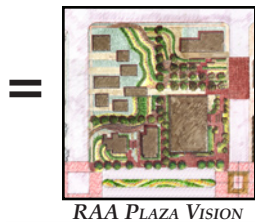
business district with a transitional district to the southwest and one and two family dwelling units to the north, west and south. The zoning designation is significant because of the character and mix of land uses existing on the block and proposed in the future. The following are highlights of culture and history about the different existing land use elements on the project block.

INDUSTRIAL SHED

The industrial shed and its adjoining land is owned by a private citizen. Presently the building is used as a garage. The owner has allowed the Theater to use the service alley to access the Theater’s Garage. The Industrial Shed’s cultural



38. Figure 38. Existing Project Site



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- Project Site
- One Family Dwelling (R-1)
- Central Business District (C-1)
- Transition District (T)
- One-Two Family Dwelling (R-2)

Figure 39. 2003 Project Site Zoning

and historical significance has not been heavily documented.

SINGLE FAMILY RESIDENTIAL

The single family residential units located on the northwest corner of the site reveals some significant land use history. According to the Plainview Area History Center these residential units are facing 5th Street NW (in contrast to facing 1st Avenue NW like the other housing) because the plot of land where the Plainview Area High School is located was originally planned to be the town's central park space.

The residential unit between the Rural America Writing Center has a colorful past. Originally this site was home to J.R. Watkins. Mr. Watkins was famous for "Watkins" patent medicine in 1868. The Watkins house was moved to make way for the A.C. Woodcock Home in 1911. A.C. Woodcock was a noted businessmen of his day. It is this house, an American Foursquare, that still stands today. This house is currently privately owned.

Figure 40. Residential Unit in between the Jon Hassler Theater and the Rural America Arts Writing Center

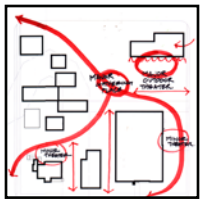
INSTITUTIONS

The institutions of the Jon Hassler Theater and the Rural America Writing Center are historically important to Plainview. The Jon Hassler Theater was originally an International Harvester Farm Implement Dealership, as such the building is architecturally significant because it was a typical design of its time period.

The Rural America Writing Center is a special architectural gem. It was the boyhood home of the acclaimed author Jon Hassler and the building was moved to Broadway Avenue and 5th Street NW in celebration of Hassler contribution to the literary arts.

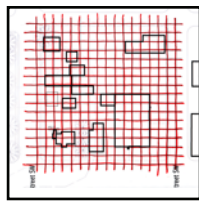


Mr. & Mrs. Woodcock out in their auto with friends.



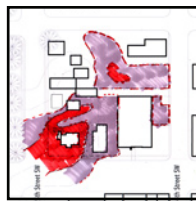
CONCEPTUAL DIAGRAM

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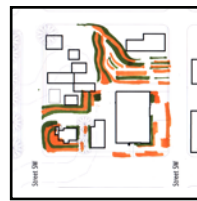
P. L. SURVEY SYSTEM

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TOPOGRAPHY

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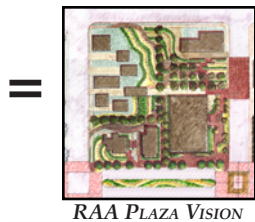


CONTOUR FARMING

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WINDBREAKS



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SITE ANALYSIS

In addition to the historical and cultural aspects of the site, the spatial elements of the site reveal how people use the space, the experiential qualities the space evokes and the impacts of buildings, elevation, vegetation and climate have on the site. This site analysis specifically looks at pedestrian and auto circulation, topography, architecture and climate.

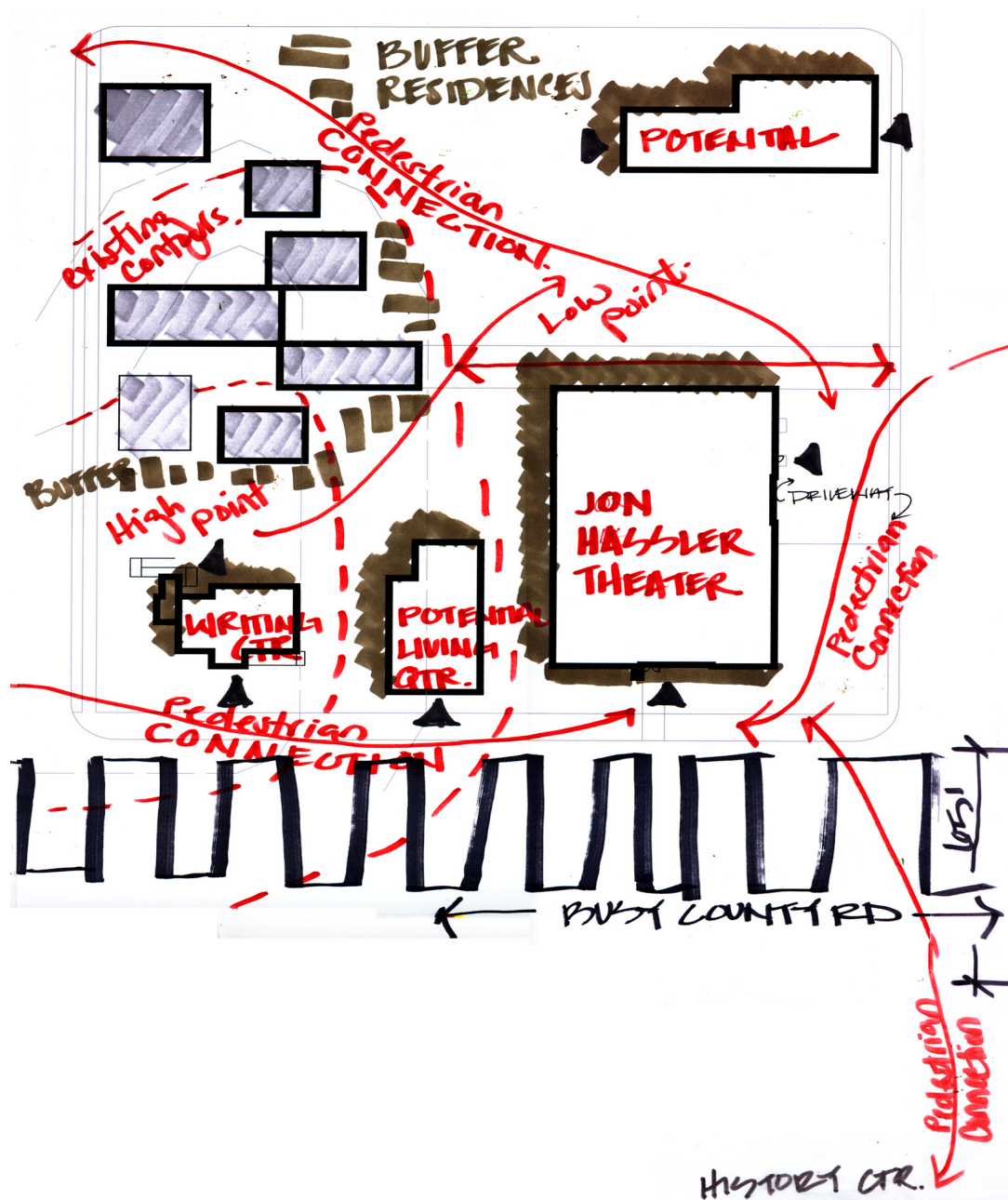


Figure 43. Site Analysis



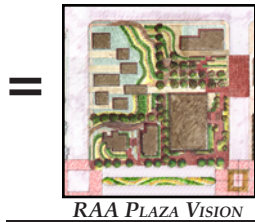
Pedestrian and auto circulation on and around the site (drawn as red arrows in the sketch opposite page) is significant because it shows how people move around and in the site. The major pedestrian path is the sidewalk parallel to Broadway and in front of the Jon Hassler Theater and the Rural America Arts Writing Center. The minor pedestrian path is a northwest to southeast diagonal from the Plainview Area School and single family residential to the Jon Hassler Theater. The major auto road is Broadway. Broadway Avenue is also County Road 247. This road is 65 feet wide and is a major truck route. The impacts of this road are numerous: it is loud and unsafe to walk across. The medium use auto roads are the 5th Street NW, 4th Street NW and 1st Avenue NW. There is a minor driveway on the site, it is located behind the Theater and provides access to the Theater's garage.

The topography (drawn in dashed lines) on the site shows that the Rural America Writing Center sits on one of the highest points on the site and in the town. The elevation change is gradual and descends from southwest to northeast by only

three feet. The topography is significant because it shows which way water will run and provides insight into some existing experiential qualities such as good views and overlooks.

There is significant architecture on the site: the redeveloped Jon Hassler Theater, the historic Woodcock house, the Rural America Writing Center, residential units and the industrial shed. In addition, there is the Plainview Area School to the West, the Plainview Area Library to the east and the Plainview Area History Center to the south. The buildings, their uses and their entry points are important because of the spaces that the buildings create and the need to connect or separate certain uses.

The micro climate and sun also play a big part to impact the site. Due to the location of Minnesota there is northwest to southeast winter wind and a southwest to northeast summer wind. The sun throws significant shade on the site. As can be seen on the sketch the areas by the buildings will be the most shaded. This important because it helps to inform what types of activities and vegetation can be proposed here.



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MY Plainview
Locally Authored Tourist Map



Figure 44. Exercise One: Locally Authored Tourist Maps



THE PUBLIC WORKSHOP

The Public Workshop, in the design development phase of the project, introduced two exercises that sprung from conversation from the Steering Committee meeting resulting from the presentation of the draft art-based community economic development report. The three “take away” points from the Bright Stars report were Branding, Community Leadership, and Destination Creation.

together and designate what mode of transportation is suggested. This exercise was done in two parts the first part focused on making a map at the town scale and the second part focused on making a map on the urban scale. After the individual group members completed each part of the exercise the members presented their work to the group.

MY Plainview
Locally Authored Tourist Map

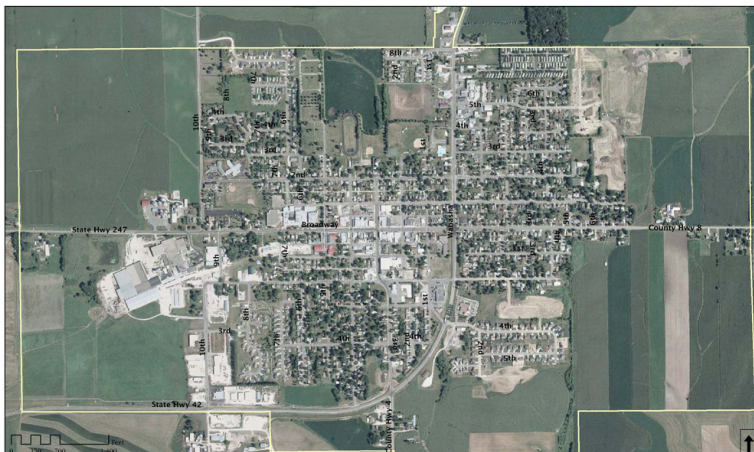


Figure 45. Exercise One: Locally Authored Tourist Maps

The goal of the first exercise MY Plainview: Locally Authored Tourist Maps was to create a tour map. Individual community members were asked to create a tour map that highlights and links places, experiences, and types of engagement, that is unique to their experience of Plainview and would be important to convey to someone who has never been to Plainview before. After they highlighted these places, they were asked to link them

The results as shown in Figure 46 of Exercise One recorded many different Plainview experiences. Some of the maps highlighted the parks and greenspaces of the town. Some maps focused on the historical remnants of agriculture, industry and technology. Some maps focused on personal acquaintances, architecture and social characteristics. All of the maps were very relevant to what the identity of Plainview is and all of the maps were

Welcome to Plainview Central
Community Authored Tourist Map

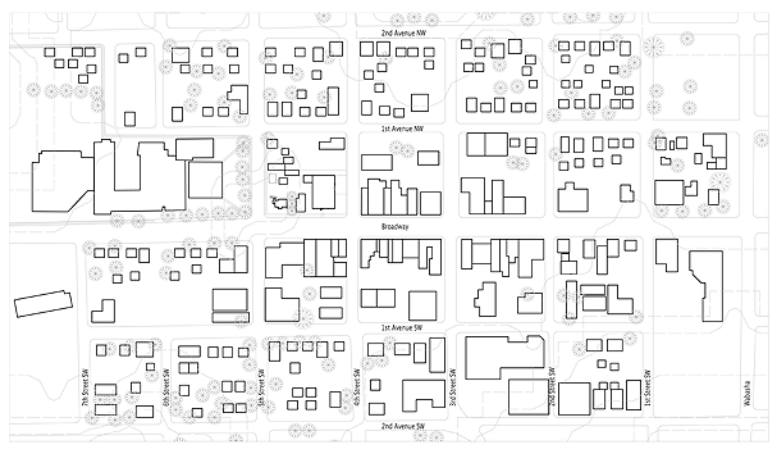
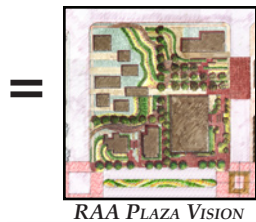


Figure 46. Exercise One- Part Two: Community Authored Tourist Maps



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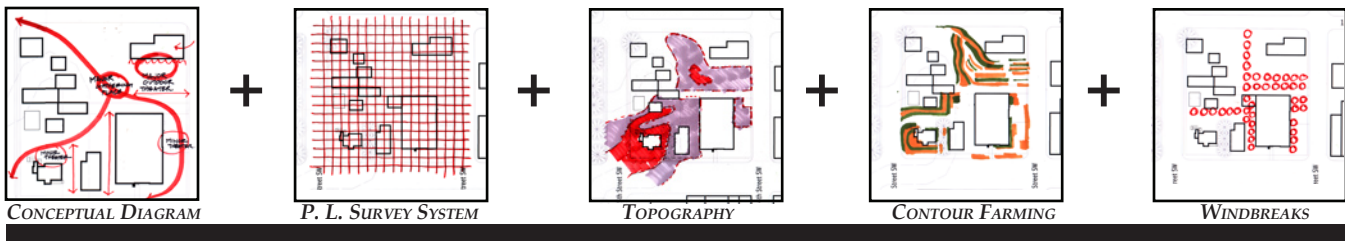
Exercise Two: Scene Change entailed an image survey of potential character and programming of the RAA plaza. (See below in Figure 47 for examples and the Appendix for the full Power Point.) The goal of this exercise was to obtain a flavor for what the community would like to see on the site without focusing on a particular scenario. Community members were asked to respond whether they: like it a lot, like it, don't care, dislike it, and dislike it a lot. The slide show first presented images of the site itself with the intent to refresh the community's memory or see the site in a different way. The slide show then presented around 8 slides of different characteristics and elements of sculpture parks and parks in general. Sculpture park images were used because in previous conversations with the Steering Committee sculpture placement came up as a potential program element. The slide show finished with two or three action slides that

showed different activities that could happen in the plaza.

The results of this exercise were mixed, probably due to the relevance of the choice of slides. It was not clear as to what the community was supposed to be responding to due to the complex nature of the photos which was well represented in the varied responses. The "take away" results from this exercise were: that the plaza spaces and paths need to be well defined, context oriented, more natural looking in contrast to geometrical and well balanced between green and hard-scape. If sculpture was to be added it needs to be scaled appropriately. Lastly, activities at the plaza should be context and scale appropriate, meaning that the events can be from diverse genres but, must be cognizant of the space and the literary and theater roots of the plaza.



Figure 47. Images of Park and Program Types



THE PUBLIC MEETING

The Public Meeting took place after the Public Workshop and helped to further develop the site design of the plaza. The goal of the Public Meeting was to determine the appropriateness and priority of program elements and to present the design process and conceptual design for the park. There were four activities that took place at the meeting.

The first activity was a walk around the block looking at the site and talking about the spatial issues and opportunities. The act of walking around the site enabled the group to reacquaint themselves with the site and talk about specific issues.

The second activity was a group conversation about the appropriateness and priority of program elements to be used for the design of the site. Site programming has been informally talked about throughout the project process. This activity provided a more formal opportunity to define the program and program elements of the site.

The third activity was the presentation of the design process. The design process included thumbnail sketches of the surrounding landscape, the town character of Plainview and the landscape elements derived from the thumbnail sketches. The landscape elements included the: U.S. Public Land Survey System, the topography, contour farming, and windbreaks.

The fourth activity was the presentation of conceptual design of the park. The conceptual design of the park included a functional sketch and a model.

FIRST ACTIVITY: WALKING AROUND THE SITE

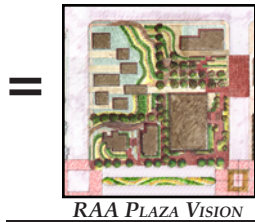
Inhabiting the space affords the opportunity to point and talk about specific places of concern. The meeting members talked about parking on the site and envisioned what it would look like. The meeting members also looked at the physical connections that are existing and are possible.

SECOND ACTIVITY: SITE PROGRAMING

The **program** suggested by the Rural America Arts Partnership and inspired by the community is a park that uses the larger landscape and art as inspiration.

The program elements were prioritized to include:

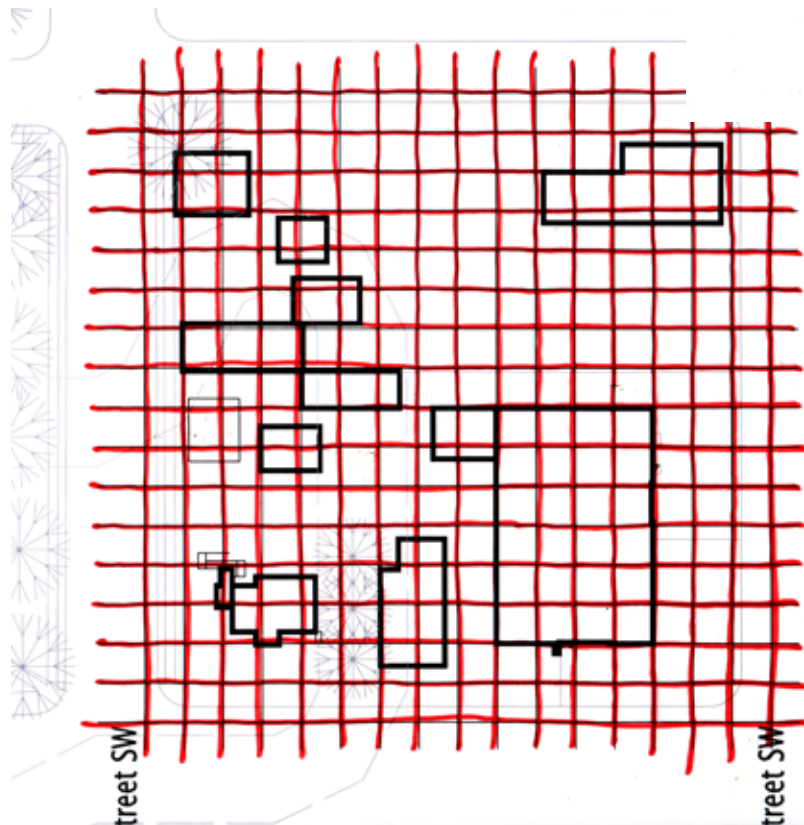
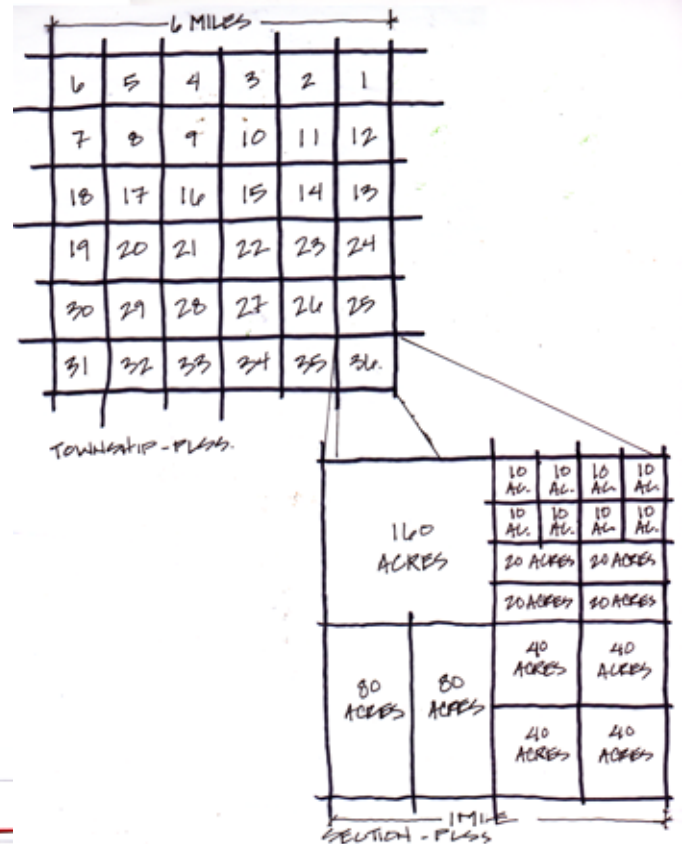
- *places for sculpture,*
- *places for small scale, outdoor theater,*
- *places for writing and reading in groups and individually,*
- *spill out space for the theater that has places to sit,*
- *potential parking spaces,*
- *temporal space for art fairs and farmers market*



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DESIGN INSPIRATION: PUBLIC LAND SURVEY SYSTEM

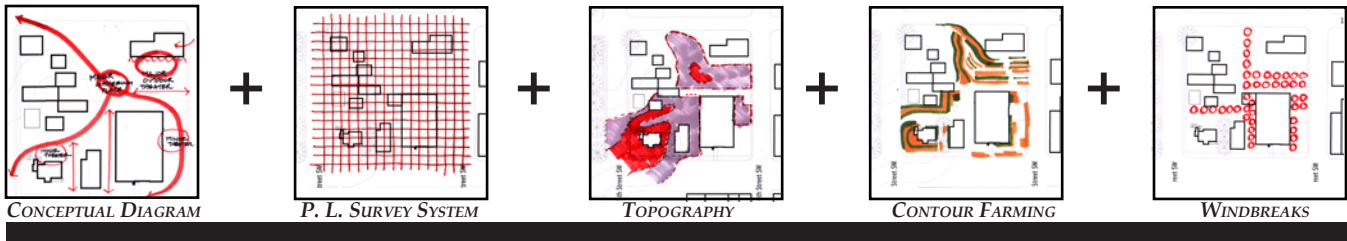
The Public Land Survey System (PLSS), originated early in the County's history, was the way much of the land was divided and accounted for. Today the memory of the PLSS lives on in the way that agriculture is developed, the way that land is used and the way we experience the rural landscape. Characteristic of the PLSS is the strong grid form that is overlaid on the undulating earth. This is particularly revealing in Plainview where the topography is rich in elevation change and the PLSS maintains a geometric rigidity.



As a design element the PLSS was used in the early design moves of the plaza. The image to the left shows a 20'x20' grid overlaid on a plan of the plaza block.

Figure 49. Landscape Elements: Public Land Survey System

Figure 50. How the PLSS applies to the site



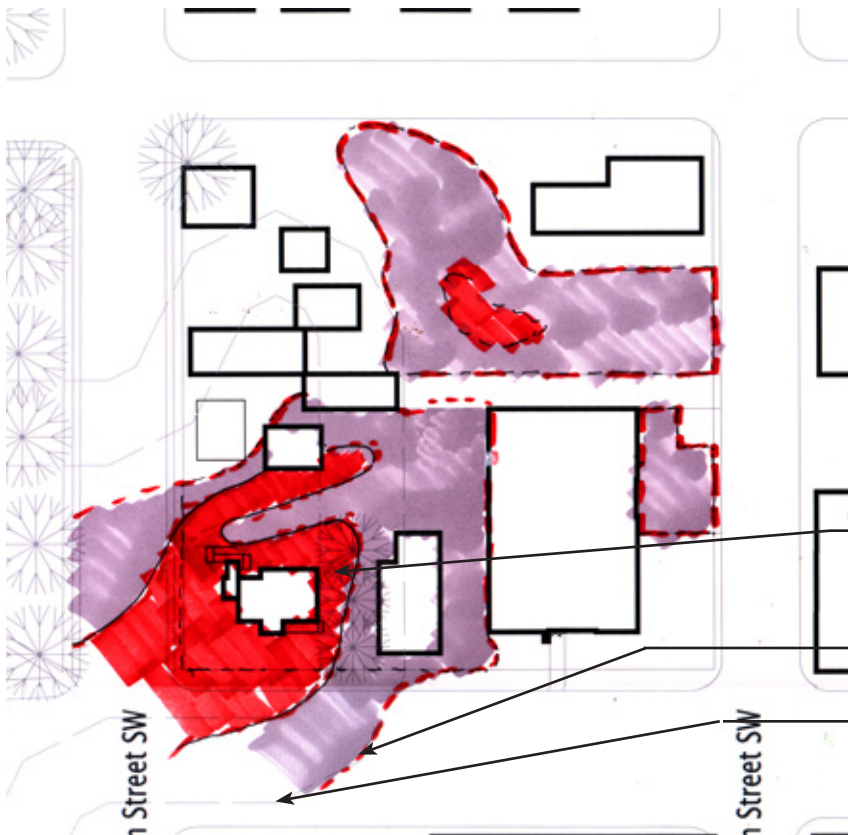
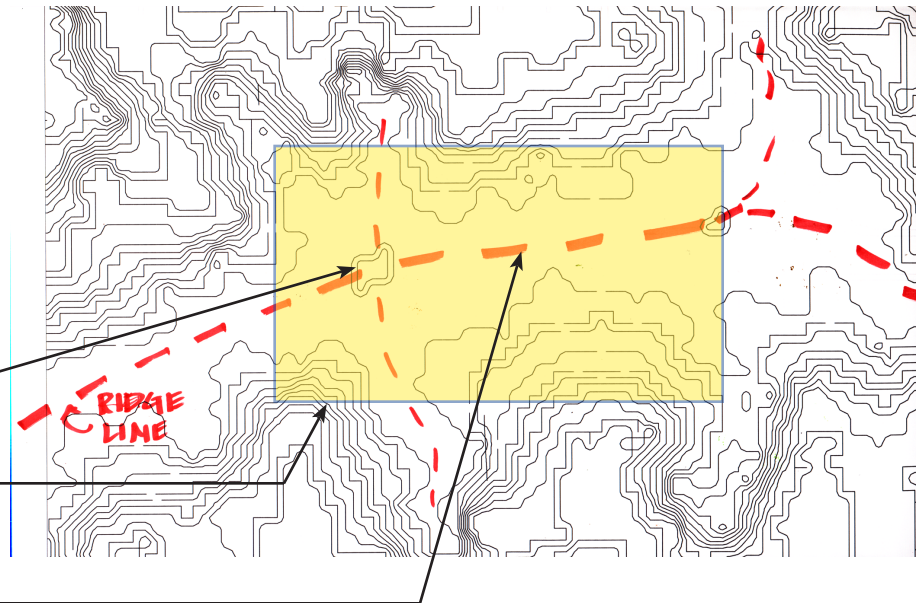
DESIGN INSPIRATION: TOPOGRAPHY

The topography or the change in elevation is very apparent in Plainview and the town's surrounding area. Plainview sits on a ridge line and it seems like the town is on a plateau with the surrounding land descending on all sides.

Topography
High point

Plainview's General
Location

Ridge Line



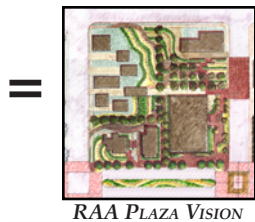
The topography is a very important element in Plainview's landscape character. The plaza design used topography as a major design element to help define and highlight places and paths.

The Writing Center resides on a topographic high point.

Proposed Contours

Existing Contours

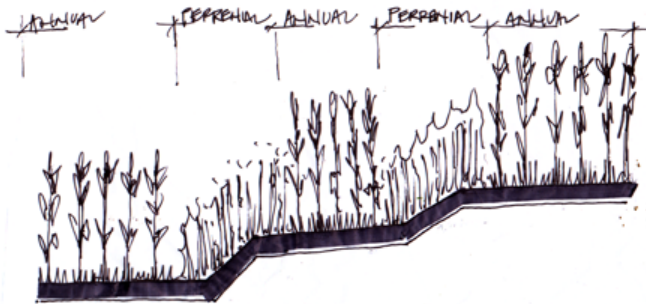
Figure 51. Landscape Elements: Plainview Topography
Figure 52. How the Topography applies to the site



A COMMUNITY-ORIENTED VISION AND PLAN FOR THE RURAL AMERICA ARTS PLAZA PLAINVIEW, MINNESOTA

DESIGN INSPIRATION: CONTOUR FARMING

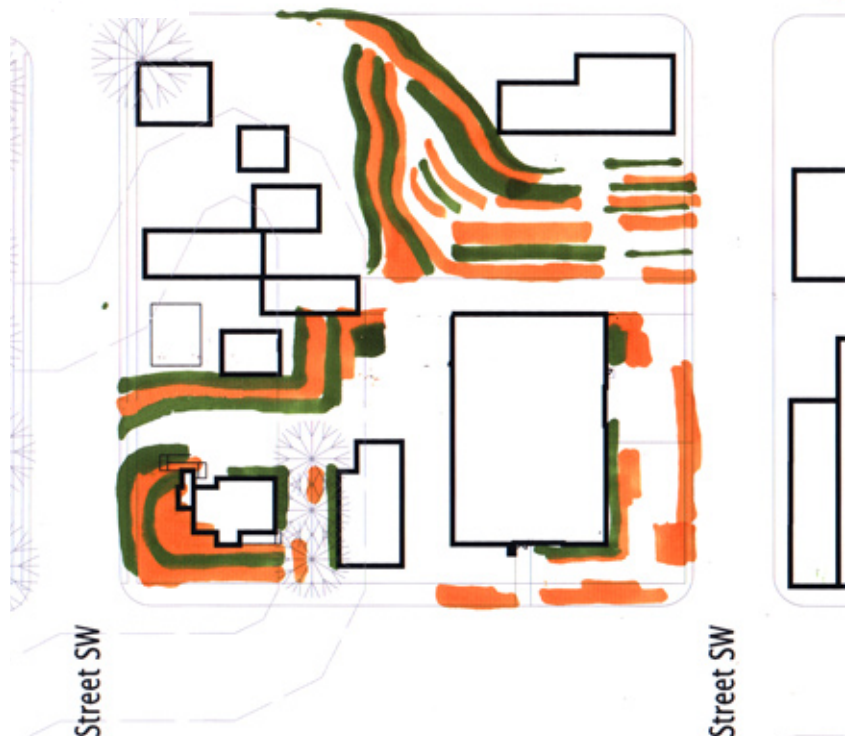
Contour farming in the Plainview area was historically the farming technique of choice for small family dairy farmers. This technique was chosen because it works with the hilly terrain by stabilizing the sloped soil and conserving water. Contour farming utilizes the contours of a hilly terrain as a blueprint for where the crops should be planted. Large strips of crops are placed parallel to the contours on relatively level land and smaller strips of perennial vegetation are placed adjacent on steeper slopes. The water flows down hill (moving perpendicular to the contour) being slowed down by the crops and soaked up by the long rooted perennial vegetation.

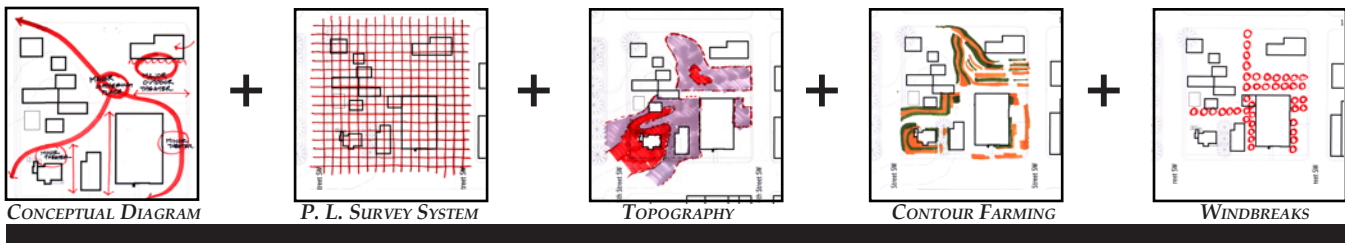


Contour farming adds to the character of Plainview is important to represent in the plaza design. The crop and perennial strips of contour are represented with prairie grasses and site-specific perennials. The placement of the vegetation is reminiscent of contour farming where the large strip of prairie grasses and smaller strips of perennial vegetation is placed parallel to the contours. It is intended that the prairie grasses are placed on level contours and the perennial vegetation is placed on steeper slopes.

Figure 53. Landscape Elements:
Contour Farming

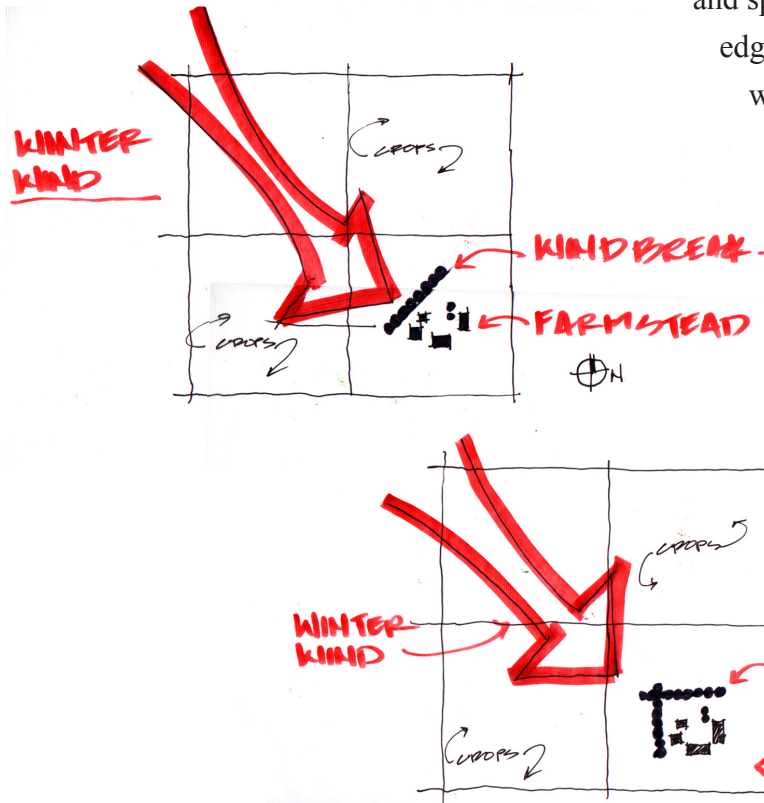
Figure 54. How the Contour Farming
applies to the site





DESIGN INSPIRATION: WINDBREAKS ON FARMSTEADS

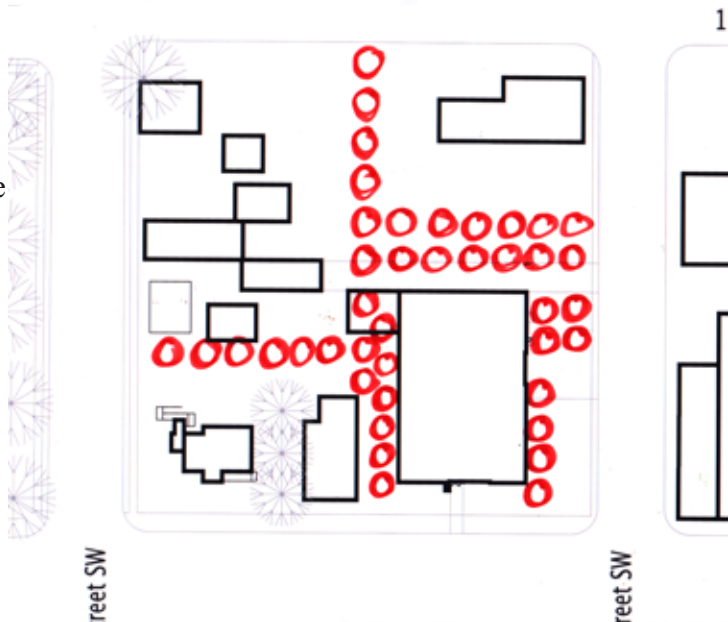
Wind in Minnesota travels in the summer from the southwest to the northeast, conversely wind in the winter travels from the northwest to the southeast. Farmsteads, particularly in the southeast region and specifically in the Plainview area are on the edge of the Prairie. Inhabiting the prairie in the winter means that cold winds whip through undisturbed across the landscape imposing a chilly winter on residences trying to stay warm. A way to reduce the impact of the harsh winter winds are windbreaks. Windbreaks are vegetative barriers that are positioned perpendicular to wind flow to reduce wind speed, increase energy conservation, provide snow control and increase animal habitats.

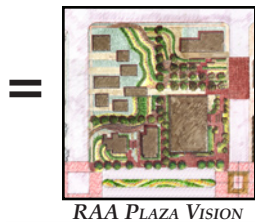


Windbreaks are very prevalent in the Plainview area landscape, shaping the character of the farmsteads and the use of vegetation on the edge of town where the town land meets the rural land. Deciduous and evergreen trees are placed perpendicular to the prevailing winter winds invoking the memory of the more utilitarian windbreak.

Figure 55. Landscape Elements: Windbreaks on Farmsteads

Figure 56. How the Windbreaks apply to the site





A COMMUNITY-ORIENTED VISION AND PLAN FOR THE RURAL AMERICA ARTS PLAZA PLAINVIEW, MINNESOTA

CONCEPTUAL DESIGN

The conceptual design links “go to” places to “go through” spaces. The conceptual design connects the existing site analysis to the program and program elements. The design is very diagrammatic however, it is apparent that three types of theater space are provided with one large gathering space located in the center of the block. “Go through” spaces signified as pedestrian circulation are diagrammed as arrows and connects the Plainview Area High School, the Plainview Area Library, and Plainview Area History Center with the Jon Hassler Theater, the residential unit between, and the Rural America Arts Writing Center. The residential unit is conceptualized as an artist residence building (between the theater and the writing center) and the industrial shed (northeast quadrant of block) could be potential live/work units or gallery space. There is also potential for the southern wall of the industrial shed to be opened to a temporary farmer’s market shelter.

INDUSTRIAL SHED: Potential live/work units or gallery space. Potential temporary farmer’s market shelter or art fair shelter.

MAJOR OUTDOOR THEATER: Potential for an outdoor community theater or an outdoor movie space.

MAJOR GATHERING SPACE: Potential beacon for the plaza. The highest part of the plaza, people can see gathering and also view the whole plaza

MINOR OUTDOOR THEATER: Potential small gathering space for music or poetry readings if properly screened.

ARTIST RESIDENCE SPACE: Potential residence space for visiting artists and writers.

MINOR OUTDOOR THEATER: Potential small gathering space for music or poetry readings if properly screened.

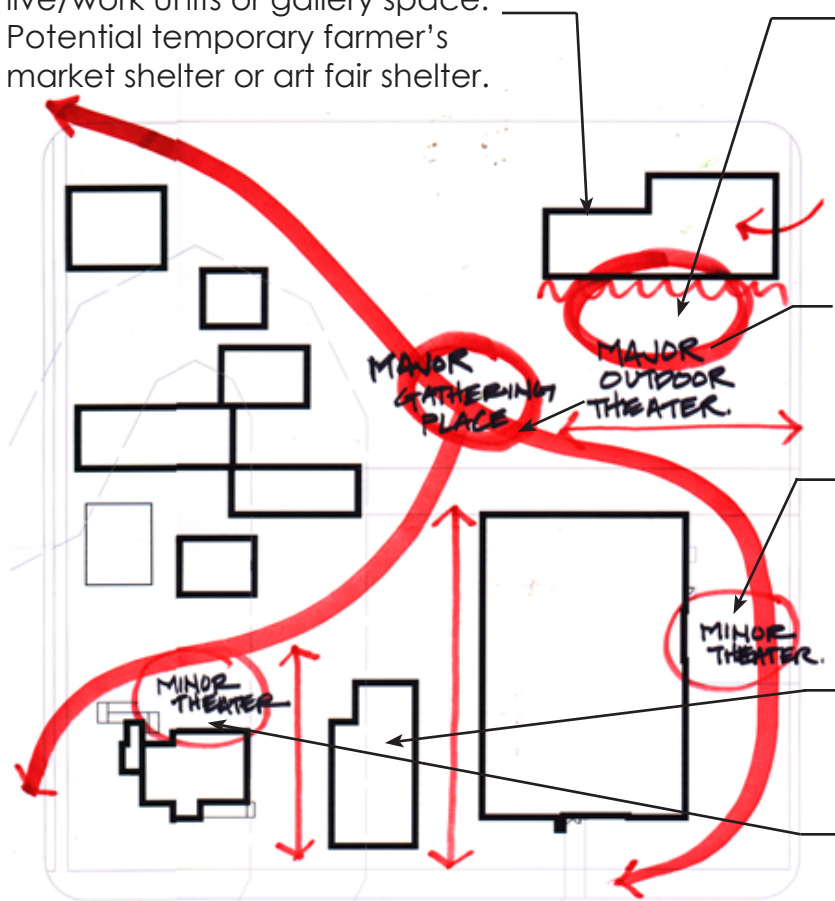
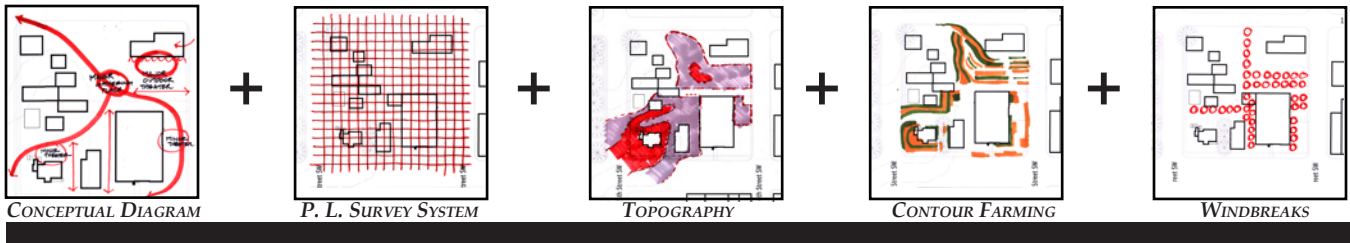
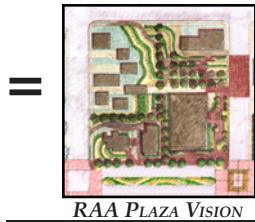


Figure 57. Conceptual Design of Site

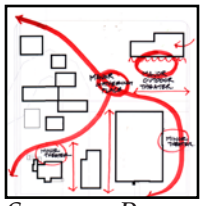




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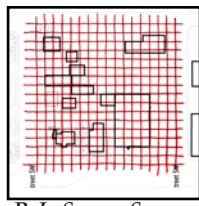


Figure 59. View of the Proposed Entrance of the Jon Hassler Theater



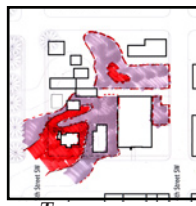
CONCEPTUAL DIAGRAM

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P. L. SURVEY SYSTEM

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TOPOGRAPHY

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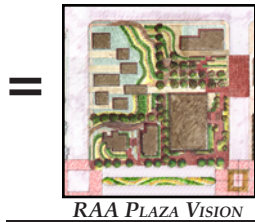


CONTOUR FARMING

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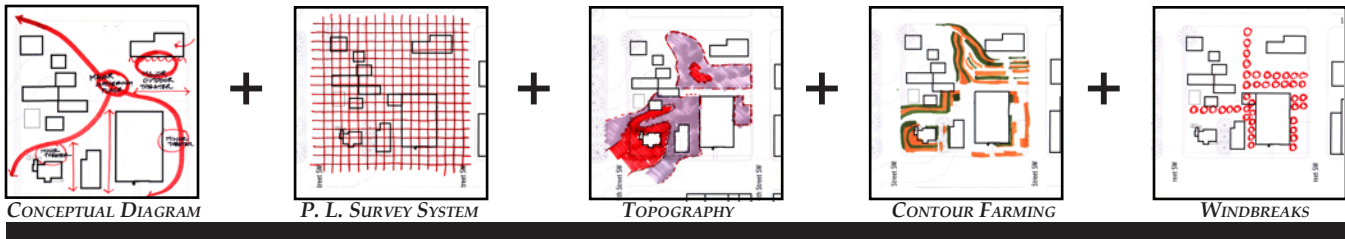


WINDBREAKS



RAA PLAZA VISION

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JON HASSLER THEATER SECTION

The intent of the Jon Hassler Theater Section is to provide entrance to the plaza from Broadway, a small outdoor theater space, and access to the Jon Hassler Theater.

SOUTHEAST ENTRANCE TO THE RURAL AMERICA ARTS PLAZA

The Southeast Entrance to the Rural America Arts Plaza welcomes visitors to the plaza and the Theater complex by providing human scale landscape elements, buffering the noise, reducing the visual hard materials and introducing warm colored paving that unifies the plaza. Human scale landscape elements creates a sense of enclosure that provide a sense of “the common” and produce comfortable feelings. The proposed entrance welcomes visitors by having small sized deciduous trees that provide overhead enclosure and short prairie grasses and medium height perennials that provide hip-height enclosure. Noise and visual hard materials are reduced throughout the plaza with increased tree canopy and ground cover vegetation. Warm colored pavers are introduced at the entrance. The pavers are meant to provide donor opportunities as well as provide unity throughout the plaza.

OUTDOOR THEATER SPACE

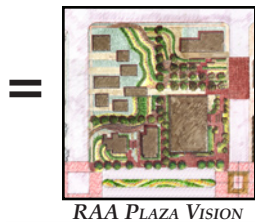
The proposed outdoor theater space on the side of the Jon Hassler Theater is intended for small performances, spoken word and music events. For the Theater Space to be successful proper

56.

buffering needs to be provided because of the noise that Broadway Avenue is perceived to emit. The plan for the Jon Hassler Theater Section meets that need by siting dense evergreen and clumps of deciduous trees around the theater space and in front of Broadway Avenue. The theater space is envisioned to have a backdrop wall or fabric structure that provides a ten - fifteen foot backstage area. The seating in the outdoor theater area is comprised of brick rectangular forms that are artistically arranged to suggest seating places for groups as well as for individual study and contemplation.

JON HASSLER THEATER ACCESS

Access to the Jon Hassler Theater includes bus access on 4th Street NW and on Broadway. Both the 4th Street and Broadway accesses provide around two hundred square feet of space for bus and pedestrian movement. Adjacent to the Jon Hassler Theater entrance is spill out space. This space is needed because when the Theater is in use people need to have space to move before, after and during the performance. Rectangular brick seating is provided for the spill out area. The seating in the spill out area is comprised of brick rectangular forms that are artistically arranged to suggest seating places for groups as well as for individual study and contemplation.



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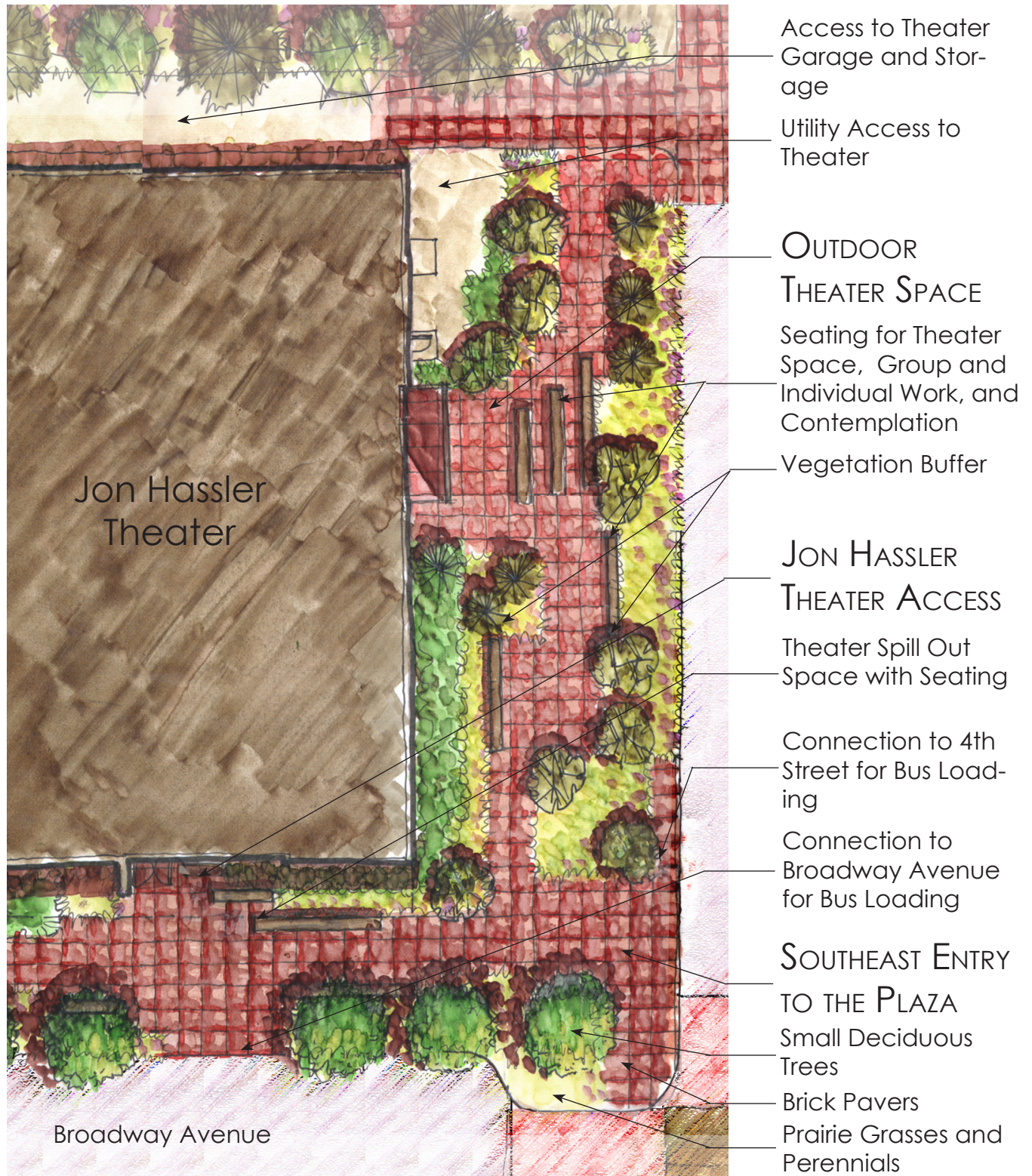
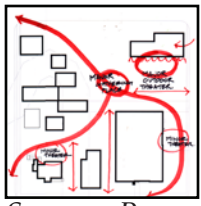
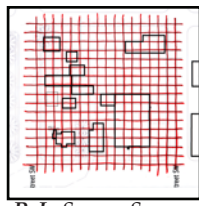


Figure 63. Jon Hassler Theater Section



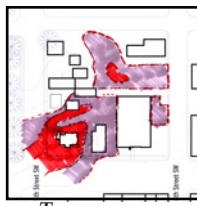
CONCEPTUAL DIAGRAM

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P. L. SURVEY SYSTEM

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TOPOGRAPHY

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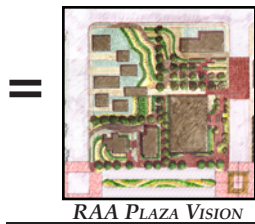


CONTOUR FARMING

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WINDBREAKS



RAA PLAZA VISION

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THE INDUSTRIAL SHED SECTION

The intent of the Industrial Shed Section is to provide a large outdoor theater space, housing for artists, gallery space, room for temporal activities such as farmers markets and art fairs, and a potential community garden space.

OUTDOOR THEATER SPACE

The proposed outdoor theater space is intended for larger scale performances and outdoor movies. The space functions like a stage that is a part of the audience with the audience seated in an auditorium terraced arrangement. The building could be used as a backdrop for Theater productions or a temporary backdrop could be added to further transform the space for theater or outdoor movies. Prairie and perennial vegetation buffer the theater providing separation between rows of seating. The seating in the spill out area is comprised of brick rectangular forms that are artistically arranged to suggest seating places for groups as well as for individual study and contemplation.

ARTIST LIVE / WORK GALLERY BUILDING

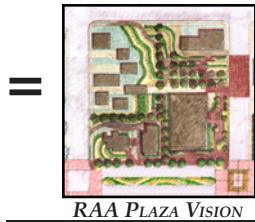
The proposed Artist Live / Work Gallery Building would provide space for artist to have an all inclusive or cooperative lifestyle. Resident artists could live and work cooperatively with visiting artists. In addition, a gallery could be provided to show visiting or community artists' work.

FARMERS' MARKET AND ART FAIRS

Farmer's Market and Art Fairs could be housed on first level of the building or in front of the south side of the building. Farmer's Markets and Art Fairs are an opportunity to bring different people from the community together and welcome them to the plaza. This is transferable space, during the week a theater and on the weekends a market or fair that holds lots of opportunity to showcase the work and wares of people of the community and the surrounding region.

COMMUNITY GARDEN PLOTS

Community Garden Plots could be located in designated plots within the plaza. They are an opportunity to bring community members together who have a common interest in sustainable agriculture.



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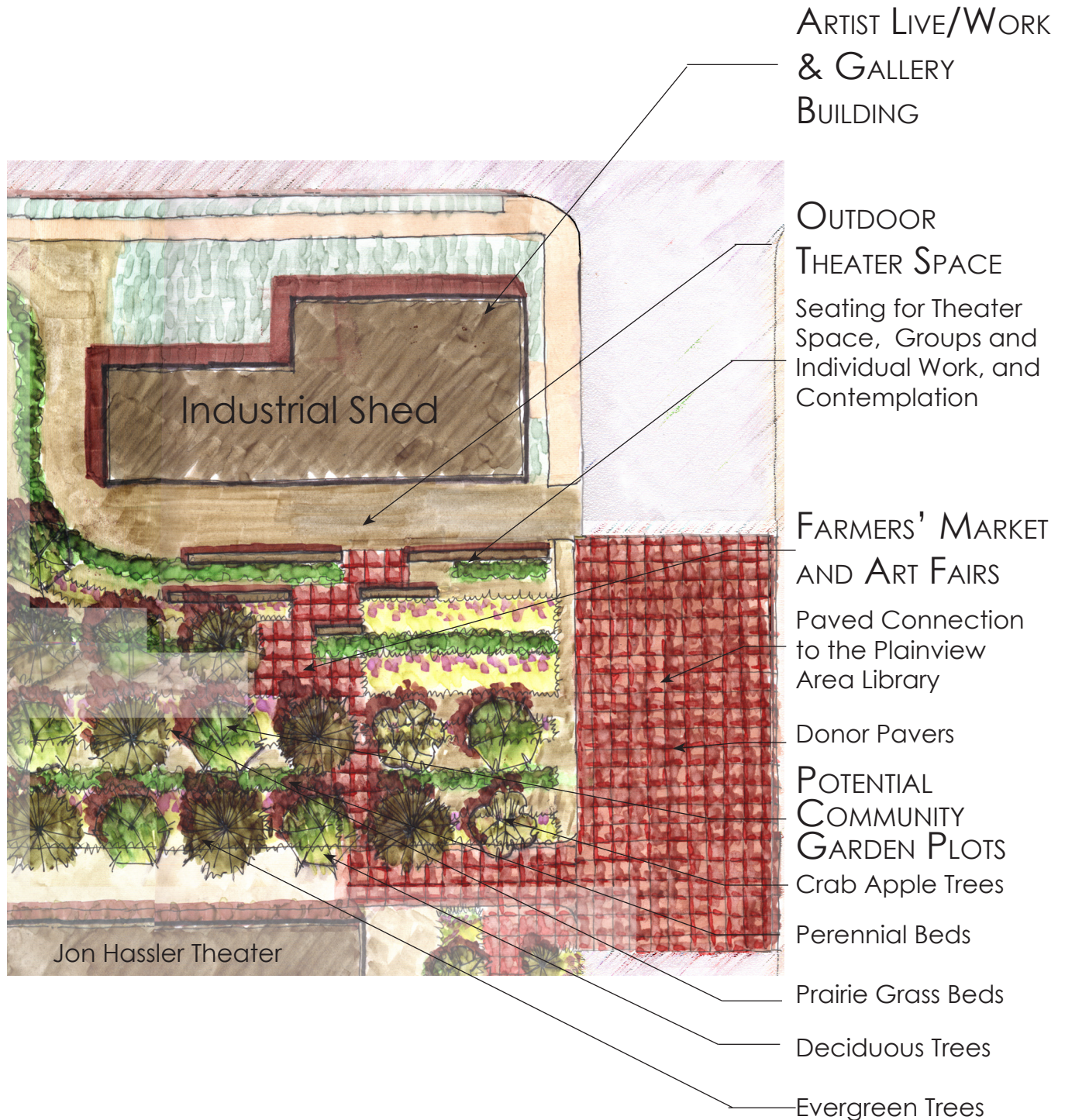
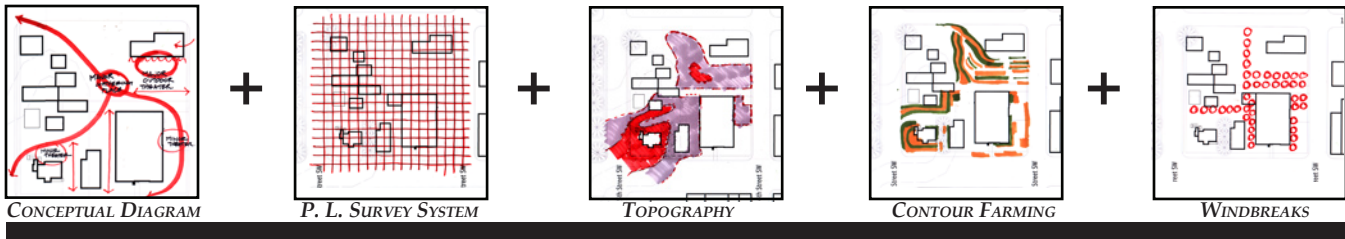


Figure 68. Industrial Shed Section



BOX SEAT JUNCTION SECTION

The intent of the Box Seat Junction Section is to provide entrance from the northwest, north/south access, a large outdoor gathering space where people can see the plaza and be seen, and smaller more intimate spaces for writing, reading and contemplation.

NORTHWEST ENTRANCE TO THE RURAL AMERICA ARTS PLAZA

The Northwest Entrance to the Rural America Arts Plaza welcomes visitors to the plaza and the Theater complex by providing human scale landscape elements, buffering the noise, reducing the visual hard materials and introducing warm colored limestone paving that unifies the plaza. Human scale landscape elements creates a sense of enclosure that provide a sense of “the common” and produce comfortable feelings. The proposed entrance welcomes visitors by having small sized deciduous trees that provide overhead enclosure and short prairie grasses and medium height perennials that provide hip-height enclosure. Noise and visual hard materials are reduced throughout the plaza with increased tree canopy and ground cover vegetation. Warm colored limestone pavers are introduced at the entrance. The pavers are meant to provide donor opportunities as well as provide unity throughout the plaza.

NORTH/SOUTH PLAZA ACCESS

North/South Plaza access is located from Box Seat Junction south to Broadway and ends between the 62.

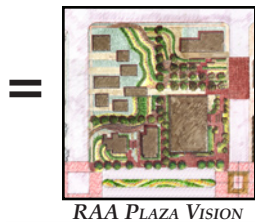
proposed Green Room and the Jon Hassler Theater. The north/south access is lined with deciduous trees that provide shade from a somewhat dense canopy. The trunks provide vertical structure to the space and create patterned movement.

BOX SEAT JUNCTION

Box Seat Junction is located on one of the highest points of the plaza and southwest of the Industrial Shed, provides a large outdoor gathering space where people can see the plaza and be seen by onlookers. Prairie and perennial vegetation enclose Box Seat Junction providing noise control. Deciduous trees provide a backdrop for Box Seat Junction as well as shade. The seating in the spill out area is comprised of brick rectangular forms that are artistically arranged to suggest seating places for groups as well as for individual study and contemplation.

SMALL GROUP SPACE

The Small Group Space behind the proposed Green Room and the Jon Hassler Theater is intended for small group and individual study. Prairie grasses and perennials will create hip height enclosure. The seating is comprised of brick rectangular forms that are artistically arranged to suggest seating places for groups as well as for individual study and contemplation. This space provides a great place to feel like you’re in a farm field or in a prairie.



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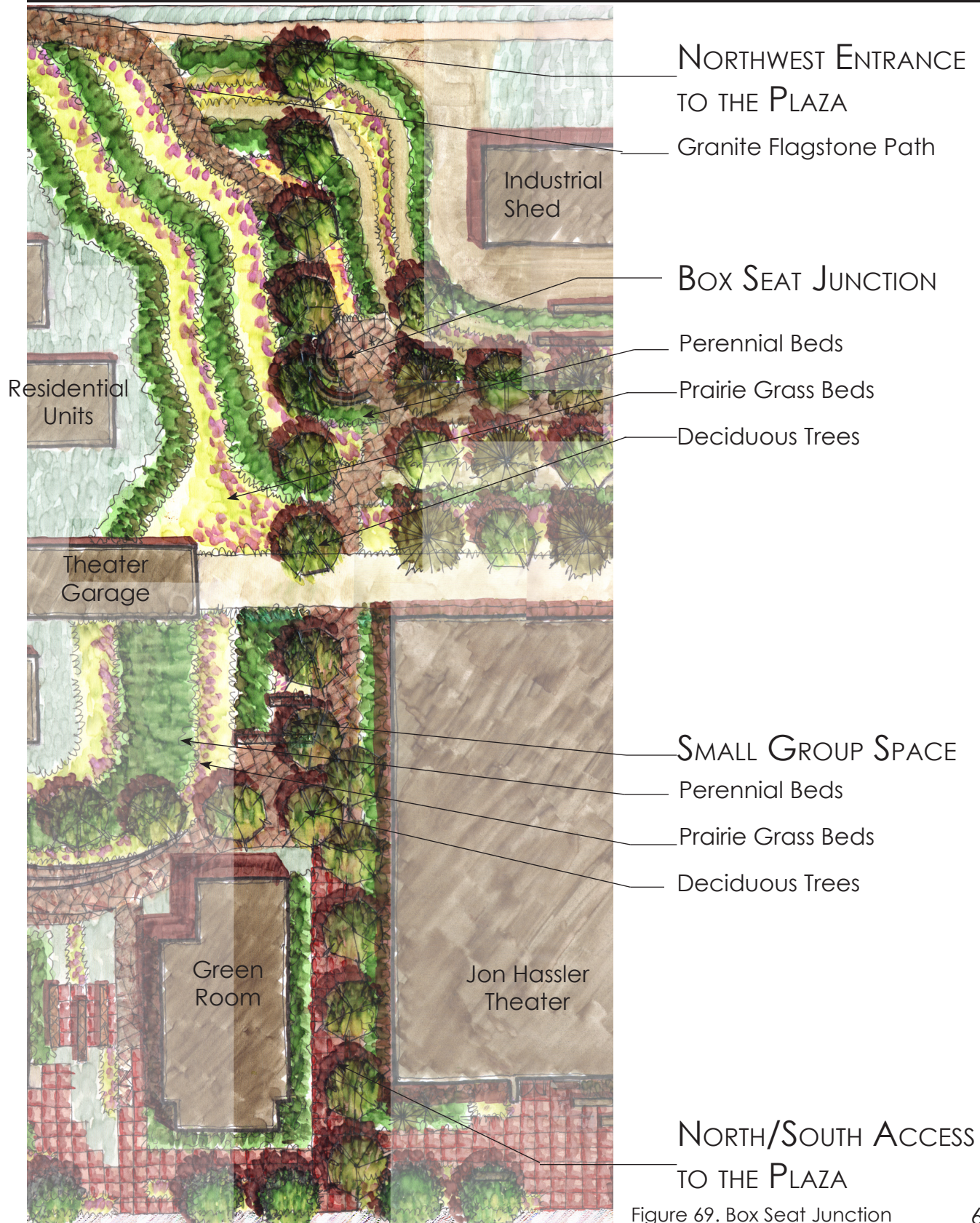
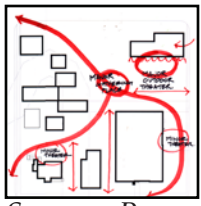
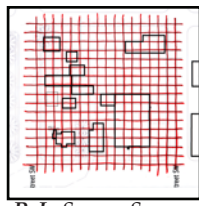


Figure 69. Box Seat Junction



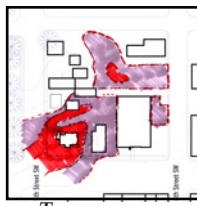
CONCEPTUAL DIAGRAM

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P. L. SURVEY SYSTEM

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TOPOGRAPHY

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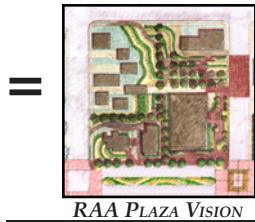


CONTOUR FARMING

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WINDBREAKS



RAA PLAZA VISION

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RURAL AMERICA WRITING CENTER SECTION

The intent of the Rural America Writing Center Section is to provide entrance to the plaza, an outdoor theater area, connection to the proposed next door “Green Room”, artist residence and small group space for reading and writing.

SOUTHWEST ENTRANCE TO PLAZA

The Southwest Entrance to the Plaza welcomes passerby from Plainview Area High School by providing human scale landscape elements, buffering the noise, reducing the visually hard materials and introducing warm colored paving that unifies the plaza. Human scale landscape elements create a sense of enclosure that provide a sense of “the common” and produce comfortable feelings. The proposed entrance welcomes visitors by having small sized deciduous trees that provide overhead enclosure and short prairie grasses and medium height perennials that provide hip-height enclosure. Noise and visual hard materials are reduced throughout the plaza with increased tree canopy and ground cover vegetation. Warm colored limestone pavers are introduced at the entrance. The pavers are meant to provide donor opportunities as well as provide unity throughout the plaza.

OUTDOOR THEATER AREA: THE RIVER RIDGE THEATER

The Outdoor Theater Area named the River Ridge Theater, is intended to serve smaller theatrical, music and spoken work events. The form of the theater is inspired from the contour movement from a river bottom to the river banks. The sinuousness of a river valley form symbolically informed curvilinear terraces. The curvilinear terraces form the path, the audience seating and the stage.

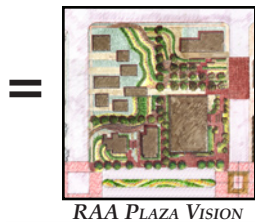
The Proposed Green Room located in the existing residential unit just east of the Rural America Writing Center is intended to be a place for visiting artists or writers to take up temporary residence. During conversation with the Rural America Arts Partnership it was apparent that there was a wish to grow the current visiting artist program. By offering residence, RAAP could provide a more appealing opportunity. When the opportunity arises to convert the existing residential unit to the proposed Green Room it will allow for a stronger spatial connection between the Rural America Writing Center and the Jon Hassler Theater.

THE PROPOSED GREEN ROOM

The Small Group Space between the Rural America Writing Center and the proposed Green Room is intended for small group and individual study. The buildings create significant vertical enclosure. Prairie grasses and perennials will create hip height enclosure. And, the seating is comprised of brick rectangular forms that are artistically arranged to suggest seating places for groups as well as for individual study and contemplation.

SMALL GROUP SPACE

The Small Group Space between the Rural America Writing Center and the proposed Green Room is intended for small group and individual study. The buildings create significant vertical enclosure. Prairie grasses and perennials will create hip height enclosure. And, the seating is comprised of brick rectangular forms that are artistically arranged to suggest seating places for groups as well as for individual study and contemplation.



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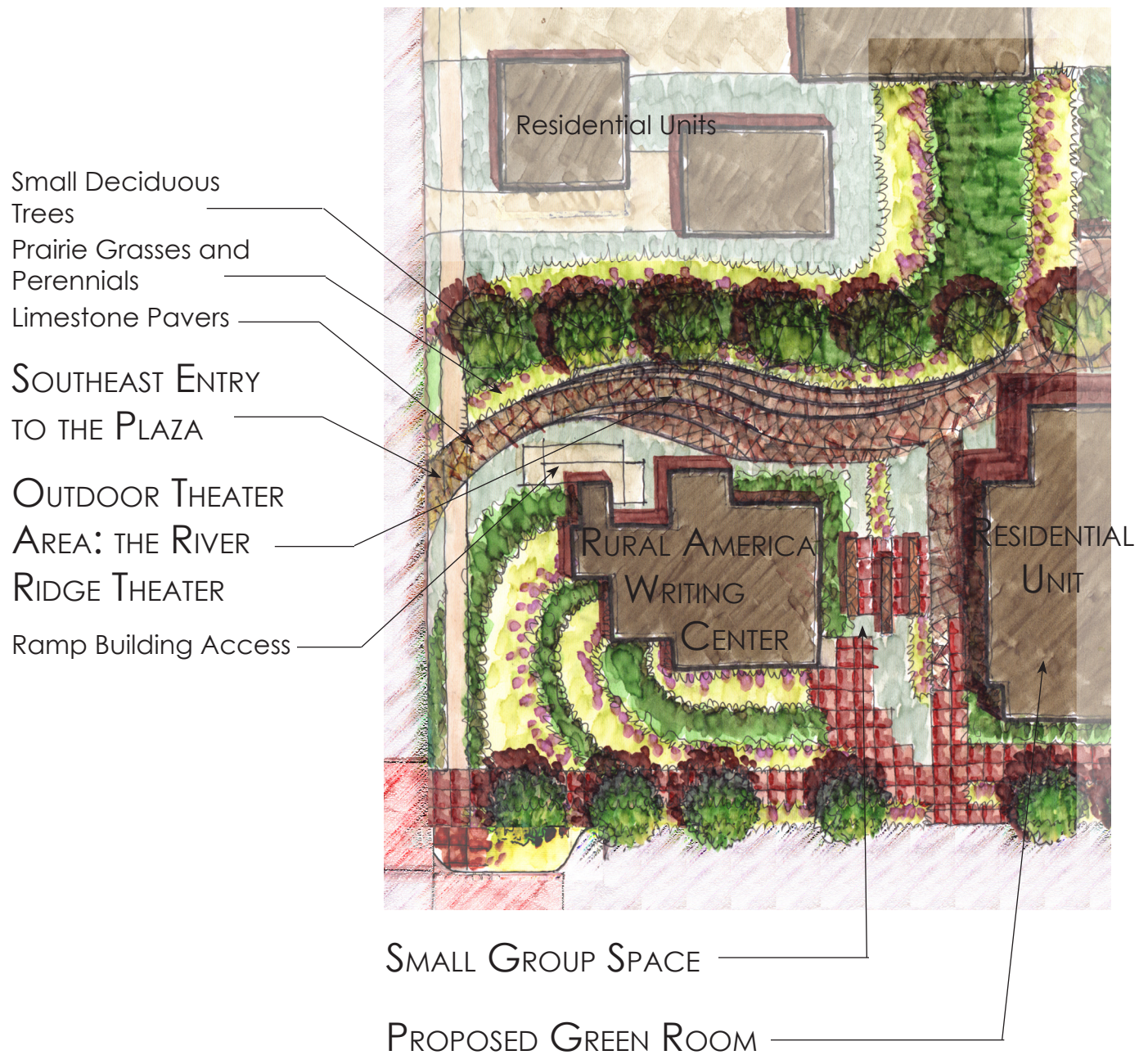
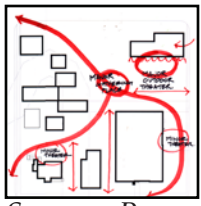
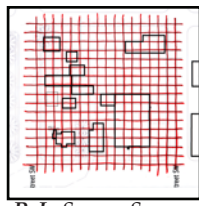


Figure 75. Rural America Writing Center Section



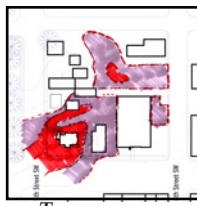
CONCEPTUAL DIAGRAM

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P. L. SURVEY SYSTEM

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TOPOGRAPHY

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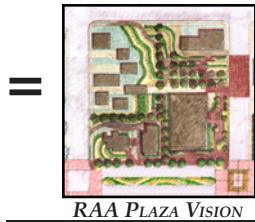


CONTOUR FARMING

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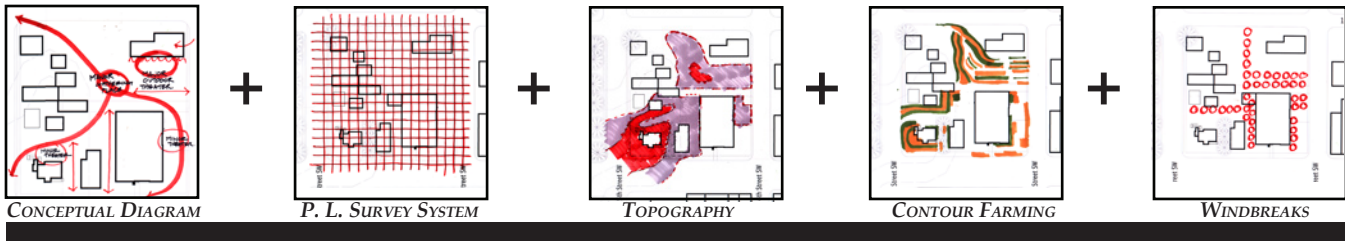


WINDBREAKS



RAA PLAZA VISION

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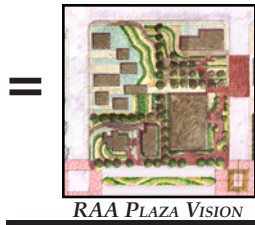
RESIDENTIAL SECTION

The intent of the Residential Section in the Vision and Plan for the Rural America Arts Plaza is to remain as it exists because housing on the site provides a good mix of land uses, a buffer between the proposed plaza and the Plainview Area High School and regional and historic context.

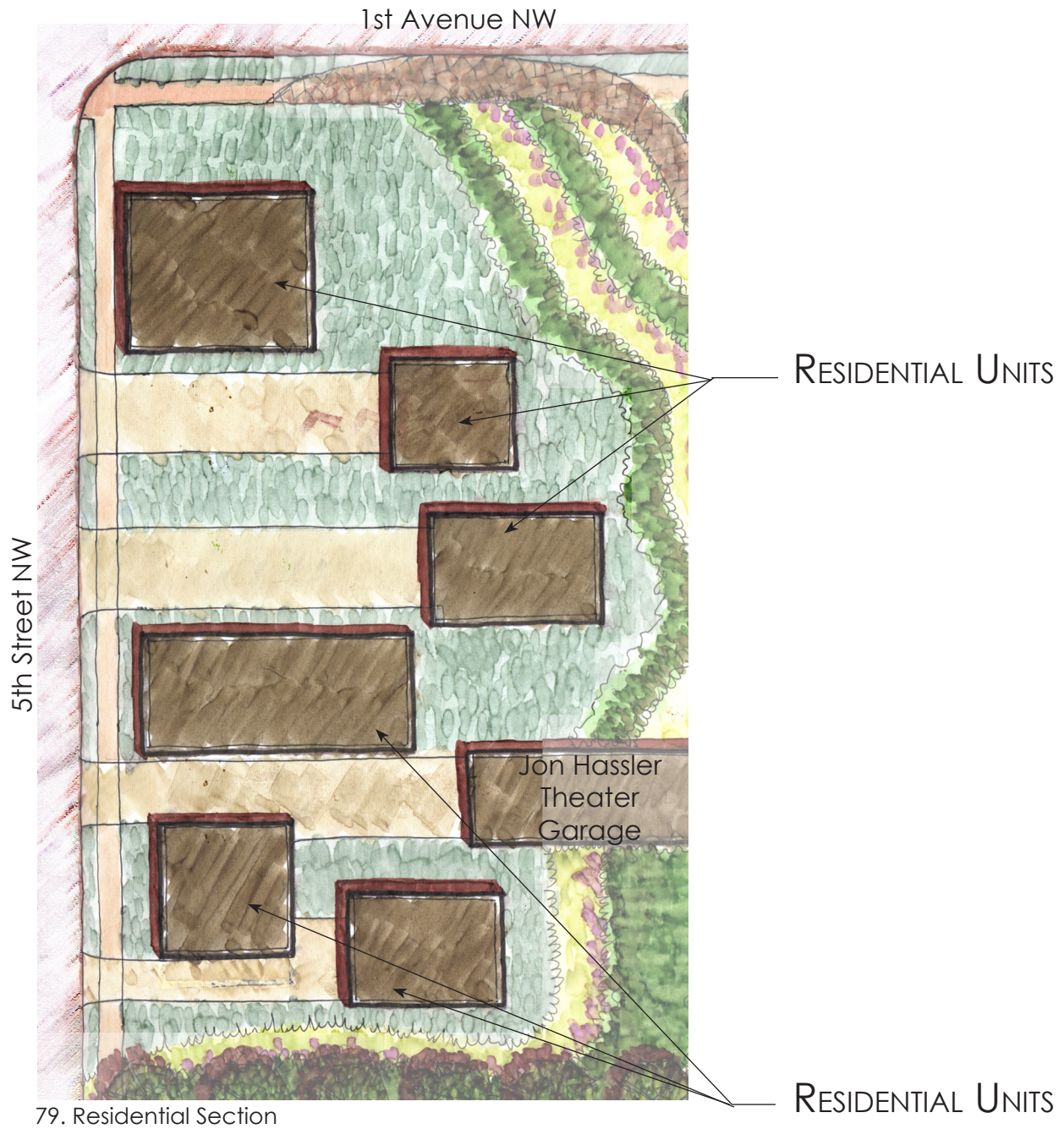
Mixing land uses provides a variety of choice for the residents and community members. Mixing land uses also provides an opportunity for increased tax income for the City of Plainview.

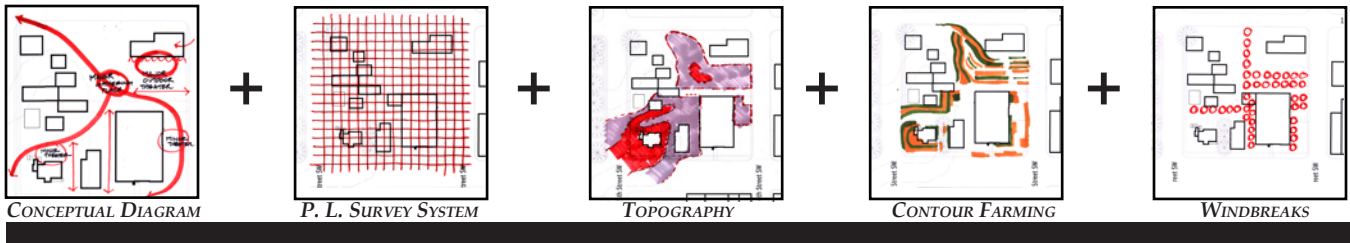
A buffer between the proposed plaza and the Plainview Area High School is preferable because it increases the level of security on the plaza. Friendly neighbors will increase the amount of eyes on the site. In addition, by constricting the site with housing in the northeast corner it provides a sense of transition between private and public space.

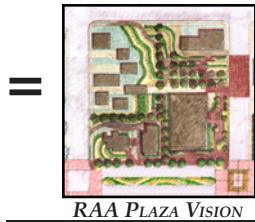
The Residential Section provides regional and historic context that is in keeping with the intent of the design for the site. Regionally, farmsteads peppered the landscape, by representing residential land uses on the site there is visual relation to the larger agricultural landscape. Historically, these houses have been on site since the beginning of the town. The houses face the school because the plot of land across the street was platted to be the historic town park. To maintain the residential units on the site now would help retain some of the town's history.



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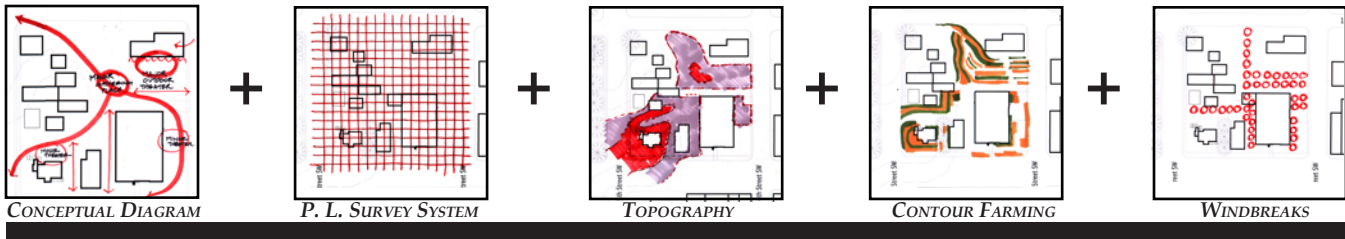


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- Designating Major Intersections in Plainview
- Creating a Pedestrian Friendly Environment on Broadway Avenue
- Connecting the North and South Bike/Pedestrian Trails

Figure 80. Town Connections Map



RAA PLAZA: TOWN CONNECTIONS

The RAA Plaza: Town Connections seek to provide ways to integrate the Plaza into Plainview's small town fabric. By integrating the Plaza into the fabric it will become a natural extension of the town spatially, culturally and economically.

Plainview is spatially "set up" featuring a small commercial core with a highway (Broadway Avenue) running through it, a light industrial area to the west, residential units to the north and south and farms surrounding the town. Plainview's main commercial intersection is at 3rd Street NW and Broadway Avenue. The commercial intersection is somewhat busier than other intersections but, hard to notice by people who are not in the community. Broadway Avenue, a major truck route in town, is very wide in some instances wider than 65 feet. These factors add up to a low visibility commercial core and a difficult and dangerous pedestrian situation.

Plainview's history and culture is firmly embedded in farming and the landscape that allows this opportunity. Plainview has two bike/pedestrian paths that allow the inside and outside communities to reflect on Plainview's rural landscape. Currently there is little connection between the two paths.

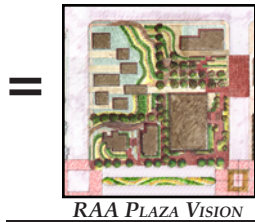
By using the proposed Plaza as a catalyst to rethink Broadway Avenue, three Town Connections become very important. These connections will integrate the Plaza into the existing community as well as foster the economic health of Plainview's commercial core.

The first and most important connection is linking

two major intersections in Plainview. The first major intersection in Plainview is at 3rd Street NW and Broadway Avenue, the second is the intersection of 4th Street NW and Broadway. The 4th Street Intersection is the intersection that the John Hassler Theater and the RAA Plaza is on. By extending the energy of the main intersection at 3rd Street to the Plaza people in and out of the community will identify Plainview as a place of small town commercial "charm" and a place of literary and theatrical arts. This can be achieved by inserting curb bump outs to reduce the pedestrian path across the street and color identification of the major intersection(s).

The second town connection important to the integration of the RAA Plaza is an economic connection to the existing businesses in the commercial core of Plainview. Enhancing economic relationship will benefit existing businesses will benefit by increased clientele, and new businesses featuring niche products can emerge. The connection to the commercial core can be achieved by creating a pedestrian environment that encourages theater goers to explore downtown.

The third important connection is a cultural one linking people to the strong historical and cultural basis from which Plainview was settled: farming and the southeast regional landscape. By connecting people to farming and the southeast regional landscape both locals and visitors will identify Plainview as a specific rural experience. This can be achieved by enhancing the connection of the existing bike/pedestrian trails that directly to the north and south of the RAA Plaza on 4th Street NW.



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DESIGNATING MAJOR INTERSECTIONS IN PLAINVIEW

By designating major intersections along Broadway people will spatially identify the connection between the commercial core and the RAA Plaza / RAAP Complex. This connection may stimulate economic benefits for downtown businesses from people who use both the commercial core and the RAA Plaza /RAAP Complex, and people will be able to move with greater ease across Broadway.

Designating major intersections can be achieved with curb bump outs and concrete coloring. Curb bump outs consists of an extension of the sidewalk by +/-10 feet into the street. The benefit of curb cuts are decreased traffic speed, increased pedestrian safety and movement and visible demarcation of an important pedestrian intersection. Curb cuts should be considered at medium importance intersections shown in Figure 81. Medium important intersection were designated because of perceived need of pedestrian movement.

Concrete coloring can also be an easy way of celebrating and conveying that an intersection is significant. A large array of colors exist. The colored concrete can also be complimented with brick or concrete pavers. Using a stamped texture in concrete is another opportunity to alert people

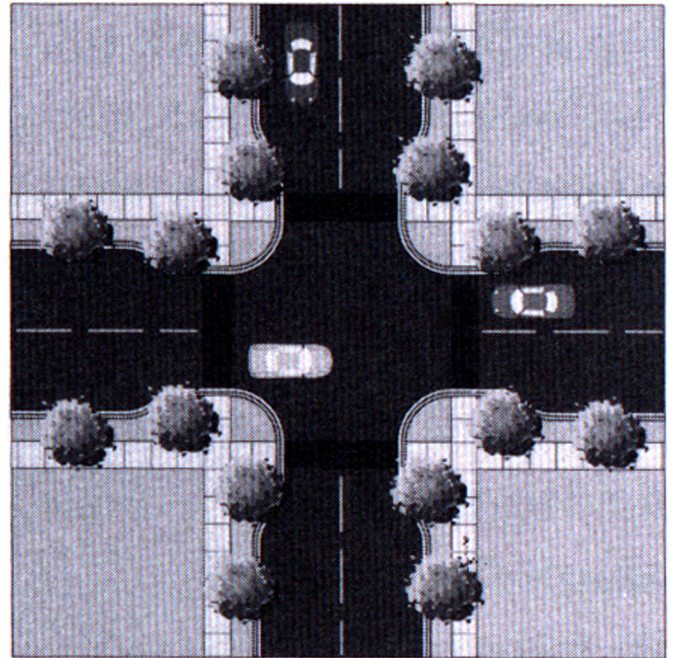
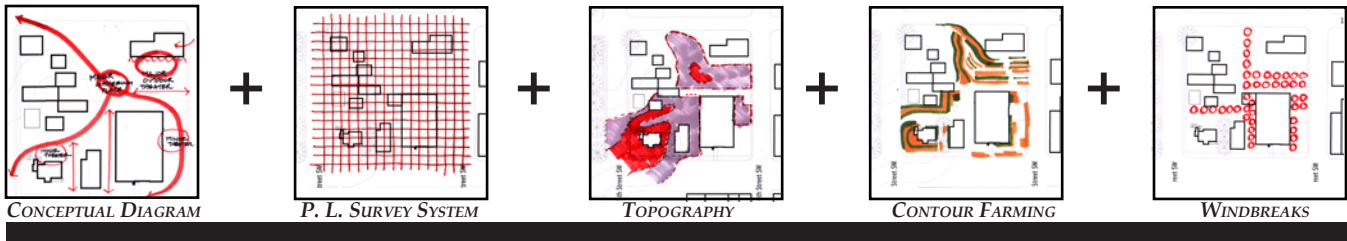


Figure 83. Curb Bump Out: General Plan



Image 82. Use of a Curb Bump Out

that they have arrived at a significant intersection. It is also an aid to people who have trouble seeing. These applications should also be considered at medium importance intersections designated in Figure 81.

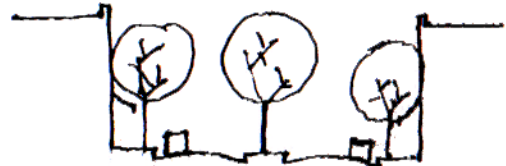


CREATING A PEDESTRIAN ENVIRONMENT ON BROADWAY AVENUE

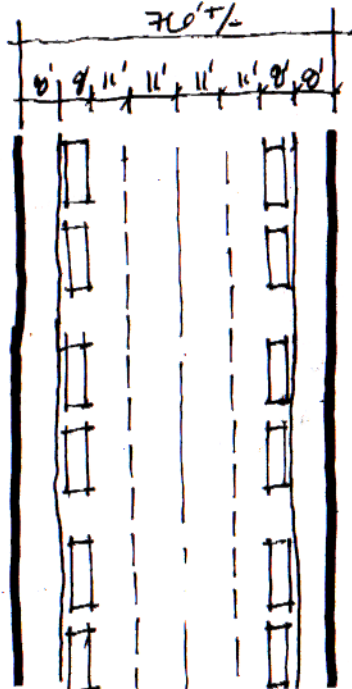
By creating a pedestrian environment on Broadway Avenue the RAA Plaza can connect to the exiting business in the commercial core of Plainview. This is important because there will be an increased potential for people to utilize both the commercial core and RAA, or to come for one reason and be drawn to other easily accessible places. Deciduous tree planting along Broadway Avenue, wider sidewalks and a new planted median will enhance the pedestrian environment and draw people back and forth on Broadway Avenue. Deciduous tree planting in front of the businesses will slow traffic, provide shade and create a sense of enclosure. The wider sidewalks will enhance the window shopping experience and allow more room for passersby. The planted median will slow traffic, decrease the travel distance between one side of the street to the other, and soften the large expanse of concrete road. The planted median can feature a number of different short plants, deciduous trees and prairie grasses.



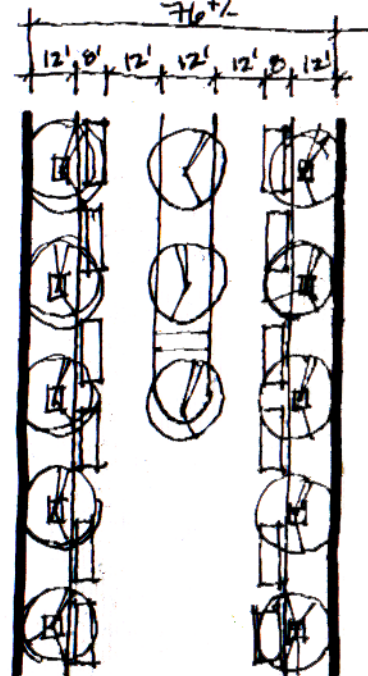
General Sketch of Broadway Avenue in Section



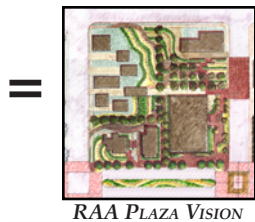
Proposed Broadway Avenue in Section



General Sketch of Broadway Avenue in Plan
76. 84. Existing Sketch of Broadway Avenue



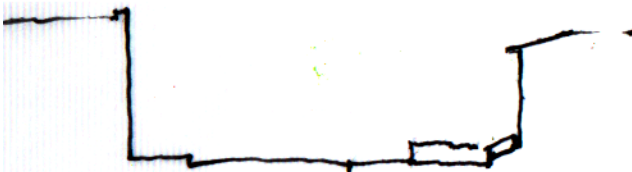
Proposed Broadway Avenue in Plan
85. Proposed Sketch of Broadway Avenue



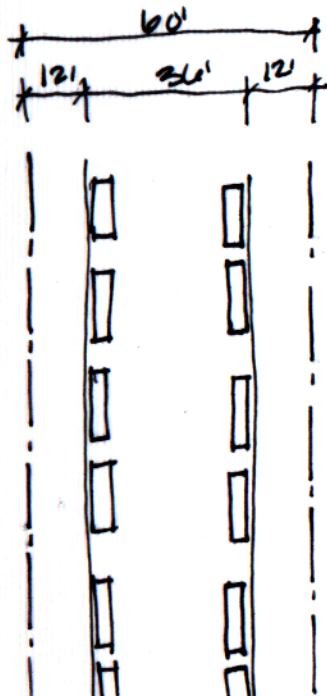
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CONNECTING THE NORTH AND SOUTH PEDESTRIAN / BIKE PATHS

By creating a connection between the north and south pedestrian/bike paths along 4th Street NW the RAA Plaza can help connect to the Plainview Area History Center and to the southeast regional landscape. The views from both paths reveal large and small scale farms. The movement of going up and down the landscape, by biking or walking reveals the change in topography significant to Plainview's place in the southeast region. As such, a designated bike lane, street trees, and a sidewalk would enhance the connection between the north and south bike/pedestrian path. Currently, the 4th Street NW right of way extends approximately 12 feet on each side of the 36 foot paved road width. Adding a 7 foot boulevard adjacent to the sidewalk with planted street trees would create a more pedestrian environment could be created. The existing road width is wide enough to accommodate 5'-6' bike line next to either side of parked vehicles. To designate the bike lane painted strips are required at a minimum.



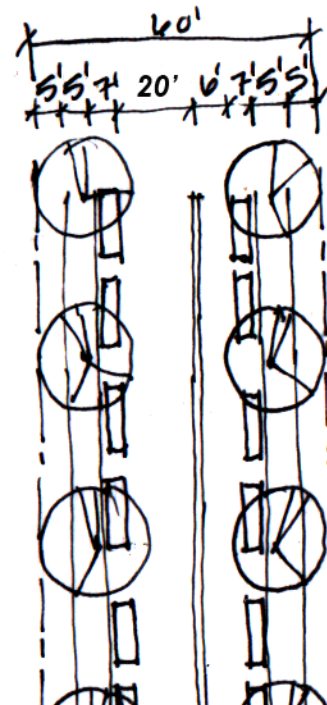
General Sketch of 4th Street NW in Section



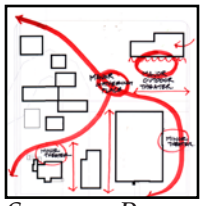
General Sketch of 4th Street NW in Plan
86. Existing Sketch of 4th Street NW



Proposed 4th Street NW in Section

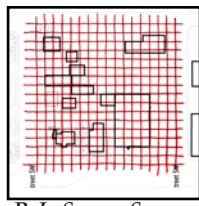


Proposed 4th Street NW in Plan
87. Proposed Sketch of 4th Street NW



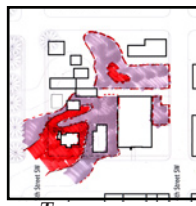
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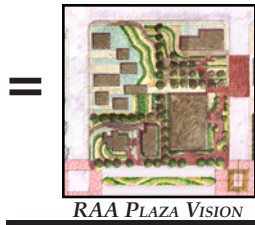


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Figure 88. Cultural Connections Map



RAA PLAZA: CULTURAL CONNECTIONS

The RAA Plaza: Cultural Connections seeks to further integrate the RAA Plaza into the cultural, historical and economic context of Plainview by highlighting historical remnants that reveal cultural changes and technological advancements.

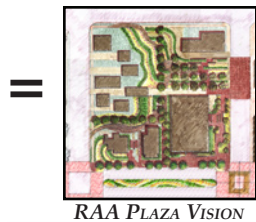
Cultural mapping in Plainview was inspired by a personal conversation with Dean Harrington, a community member. He talked about the change of the economic base from an agricultural to a service industry and sited numerous places on a map of the town that showed where these activities took place. The conversation with Dean Harrington then inspired the first exercise at the Public Workshop *Personal Authored Tourist Maps*. As described earlier in this report the community members created maps that showed where they would take a tourist if they had never been to Plainview before. The maps created at the Public Workshop and the conversation with Dean Harrington provided most of the information for the RAA Plaza Cultural Connections map.

After review of the conversation with Dean Harrington and the products of the Public Workshop, it became apparent that the economic shift helped shaped the town spatially and culturally. This implies that if RAAP is to propose the RAA Plaza, a shift in Plainview's economic base would take place. In this case there will be a shift to incorporate an art-based economy into the

already established service based economy. When this happens the town may change spatially as well as culturally. As such, it is important to highlight the remnants of the past that mark the cultural and technological changes to reveal that a change or economic shift is just an extension of historical process that happens to all towns.

The Cultural Connections are a collection of places that highlight architectural artifacts and farms in Plainview where there is a contrast between two time periods. Contrasting the time periods is of importance to show a direct relationship between the change in time, culture and technology.

The goal of Cultural Connections Map and written material is to highlight places to be connected by a path however a path was not developed and as such, requires further research.



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FROM AN AGRICULTURAL ECONOMIC TO A MIXED ECONOMY OF SERVICES AND THE ARTS

The proposed RAA Plaza contrasted with the existing commercial core is an example of how the RAA Plaza will spatially and culturally impact the town of Plainview. By extending the energy of the major commercial core intersection and creating a new plaza in a place that was historically undeveloped, Plainview is suggesting that the town embraces its past and is looking forward to the future. Similar to the Jon Hassler Theater being housed in the historical International Harvester Building, the RAA Plaza and its new intersection will be newly “housed” in Plainview. To achieve these ends the RAA Plaza needs to be developed and the RAA Plaza: Town Connections need to be developed.

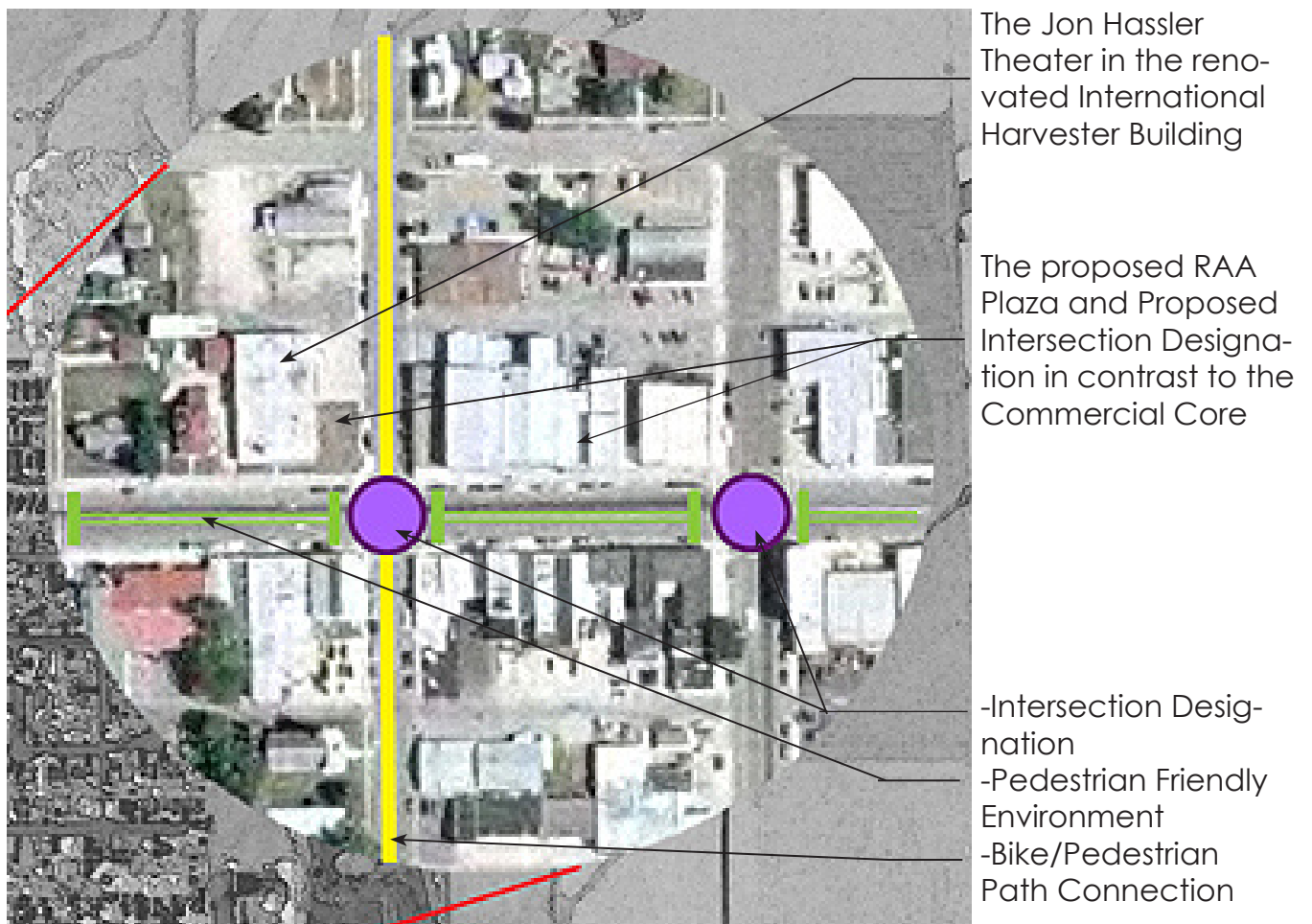
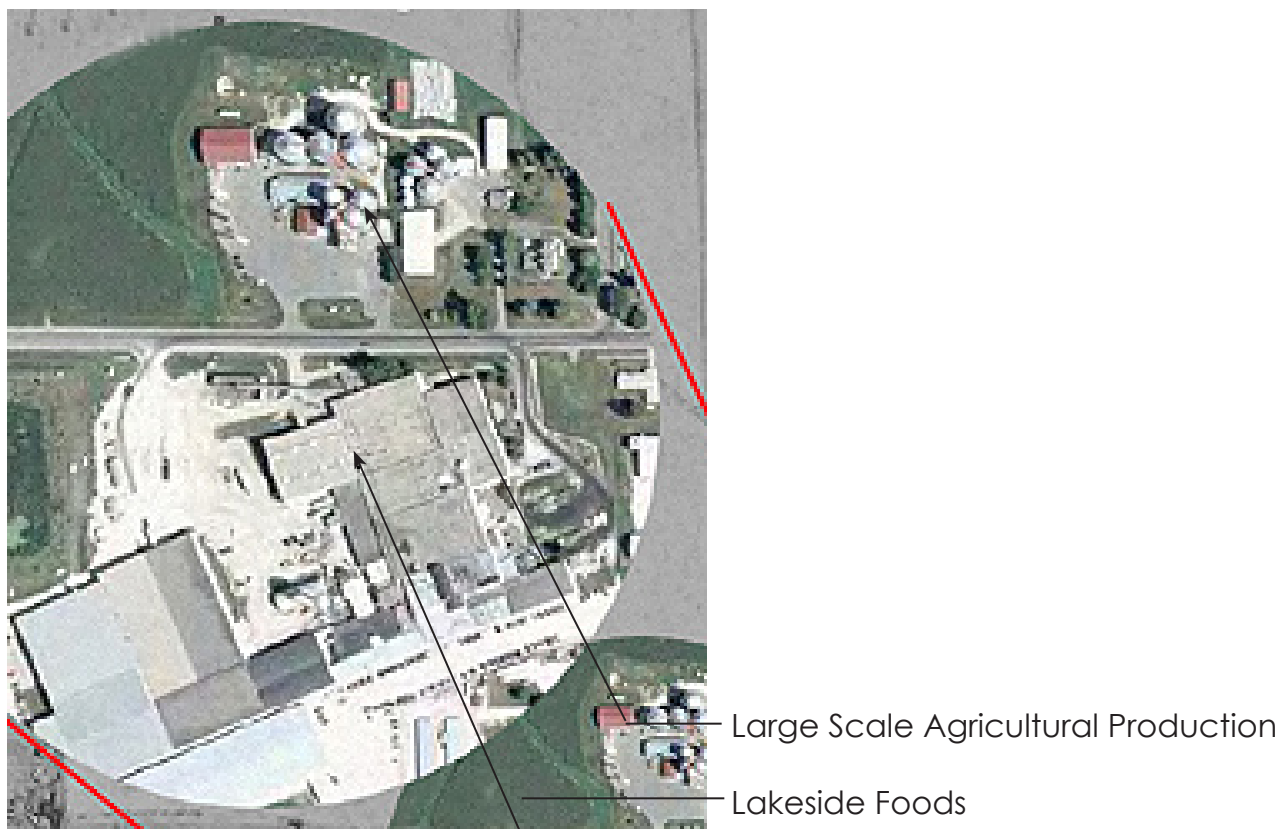


Figure 90. RAA Plaza and 4th Street NW/Broadway Avenue Intersection

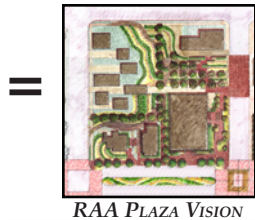


CURRENT AGRICULTURAL PRACTICES CONTRASTED WITH LAKESIDE FOODS

By highlighting the contrast between the current agricultural practices and Lakeside Foods, a modern cannery, people can see large scale farming practices and modern processing of food in Plainview. This is important to the design RAA Plaza because the plaza uses symbolic contour farming to begin to tell the story of the agricultural landscape. However, this is not the whole story of how Plainview has changed and is still a farm town today. Whether farmers have a large or small scale business or a community member is maintaining community garden at the proposed RAA Plaza food processing is integral to the agricultural community. Plainview processes some of it's own food. This is uncommon for small towns. Unprocessed food typically gets shipped "somewhere else". It is even more uncommon to have a large scale farming business next to a food processing plant. For this reason, this junction between farming and food processing should be celebrated. This can be achieved with interpretative outdoor space, signage, interpretive centers, kiosks, open houses and/or public art.



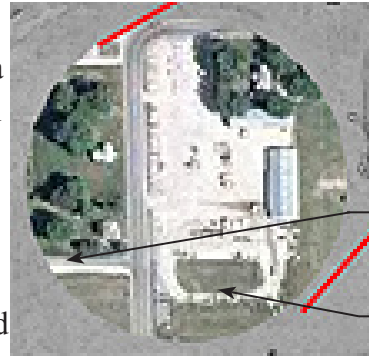
82. Figure 91. Large Scale Farm and Lakeside Foods



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HISTORIC BRICK FACTORY CONTRASTED WITH HISTORIC STOCKYARDS

By highlighting the contrast between the historical brick factory with the historical stockyards people can see two types of industry that kept Plainview a thriving farm town. This is important to the design of the RAA Plaza because these industries give depth to the symbolic use of contour farming to shape the design concept. The contour farming used in and around Plainview was a way for small dairy farmers to provide feed to the dairy cows and a small crop yield for local consumption. The brick factory supplied brick to dairy farmers, private residents and the town of Plainview. By highlighting the two industries because of their spatial relationship there will be a heightened understanding for the parallel stories that each have to tell. To achieve this an interpretative outdoor space, signage, interpretive centers, kiosks, open houses and/or public art could be developed.



92. Brick Factory and Stockyards

Historic Brick Factory

Historic Stockyards

HISTORIC AGRICULTURAL PRACTICES CONTRASTED WITH PLAINVIEW MILK ORGANIZATION

By highlighting the contrast between a family dairy farm that uses contour farming techniques with the Plainview Milk Organization people can see how historic agricultural practices influence modern milk production and education. This is important to the design of the RAA Plaza because these two businesses can offer a direct experience in contour farming and milk production. Contour farming is a more sustainable farming practice because it works with the contours and uses the elevation change to conserve water. Since farmers have to work with the contours, farming takes far more time. In contrast, large farming techniques work in large rectangular areas of land making farm production as efficient as possible. The family dairy farm houses around 40-45 dairy cows and they farm the land to provide feed



for the cows and produce for local consumption. Across the street is the Plainview Milk Organization. The Plainview Milk Organization provides support to farmers. Contrasting the family farm with the Plainview Milk Organization will give people a heightened sense of dairy farming in Plainview. To achieve this an interpretative outdoor space, signage, interpretive centers, kiosks, open houses and/or public art could be developed.

Plainview Milk Organization

Family Farm (Historic Agricultural Practices)

Figure 93. Small Family Farm and Plainview Milk Org.



HISTORIC TRAIN DEPOT SITE CONTRASTED WITH HALEYS LUMBER COMPANY

By highlighting the contrast between the historic train depot site and the site of Haleys Lumber Company, people can see how the train depot impacted the urban development of Plainview and how a business is functioning in Plainview today. This is important to the RAA Plaza because this site spatially shows how Plainview's economy has shifted and transportation development has impacted the town. The early twentieth century brought the advent of trains stretching across the US. These trains made life in small towns like Plainview possible and viable. Farmers could now produce more than the locals needed and ship food out of the town on the train for economic return. By highlighting the historic train depot in the context of today's economy, the story of Plainview's historic town development, and economic shift from agricultural based to service and art based economy can be realized. This can be achieved by development of an interpretative outdoor space, signage, interpretive centers, kiosks, open houses and/or public art could be developed.



Haleys Lumber Company

Historic Train Depot Site

94. Haleys Lumber Company and Historic Train Depot Site

WEDGEWOOD PARK CONTRASTED WITH PLAINVIEW MILK PRODUCTS

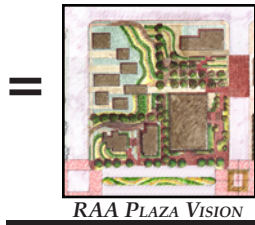
By highlighting the contrast between Wedgewood Park and the Plainview Milk Products, people can see one of the oldest privately owned milk processing plants and the oldest park in Plainview. This is important to the RAA Plaza because it exposes people to historically significant pieces of Plainview's cultural heritage. This can be achieved by development of an interpretative outdoor space, signage, interpretive centers, kiosks, open houses and/or public art could be developed. Wedgewood Park is an open swath of green space with a theater space and a children's play lot. Historically it was the place to camp, have political rallies and spent leisure time. Plainview Milk Products is the major milk processor in town. By highlighting the contrast between the two land uses, people can learn about milk processing while enjoying the history of the park and the park itself.



Plainview Milk Products

Wedgewood Park

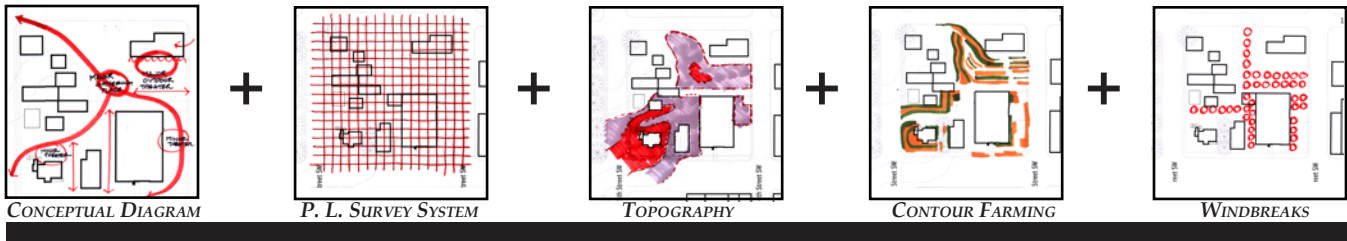
Figure 95. Plainview Milk Products and Wedgewood Park



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Image 96. View West on Alley that is north of Broadway



SUMMARY

In conclusion, the Plan and Vision for the Rural America Arts Plaza proposes regional, town, and site enhancements to make Plainview, Minnesota a destination for the arts in Southeast Region. Art-based community economic development require good leadership, a cohesive, unique image, and destination creation. The key points to the regional relationships are:

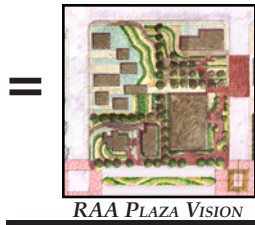
- Connect the regional arts and culture and agricultural amenities to allow for a diversity of choice.
- Encourage more home-grown art and relocation of artists to the region.
- To enhance the visibility of the region by marketing a branded package.

The RAA Plaza seeks to bring a focus to special places that speak of the stories of the agricultural and cultural landscape and offer a unique insight into what Plainview was and what it aspires to be. The Plaza also seeks to show the larger landscape and utilizes the playful sense of theater to reveal the transition of the space through time, economy, culture, season, and more.

The implications for RAAP are great. There is potential for the Southeast region to be a contender nationally in the arts. Plainview could be put on the map for the arts, culture, and its environmental amenities. People could come just to see the town and stay for arts. There could be an increase in population for Plainview and Rochester and an enhancement in the economic viability for both communities, but most importantly, the artist community. And finally the RAA Plaza could become



Image 97.
View of
proposed Jon
Hassler Theater
Entry.

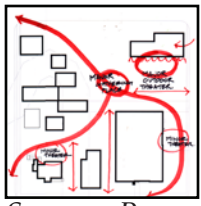


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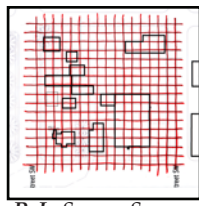
APPENDIX

Image 98. View of Plainview Milk Products Building



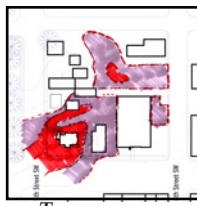
CONCEPTUAL DIAGRAM

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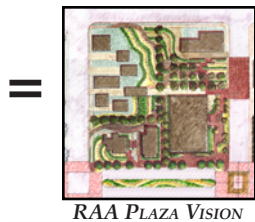


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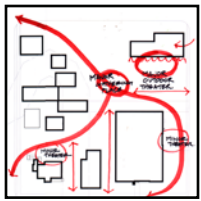
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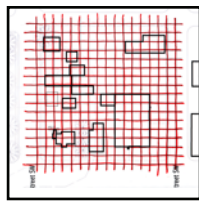
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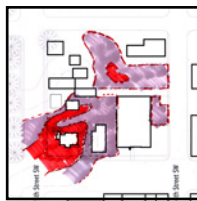
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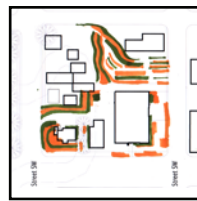
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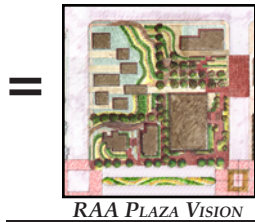


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RAA PLAZA VISION

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